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A Creamy Filled Chocolate Cookie

When comparing today's advertisements to advertisements from over a century ago, one can see how society and technology has changed through observing ads from completely different generations. When looking at advertisements from the 1900's versus the 2000's, one analyzes the differences or similarities between them. Although both of the advertisements display the same product, the ad from the 1900's has a more classical approach compared to the ad from the 2000's. The two ads that I have chosen are both based around the *Oreo Creme Sandwich*. This cookie has been around for more than 100 years and is still widely known today. An advertisement's main goal is to persuade the viewer to buy the product being advertised. In both of the ads that I have chosen, I feel that they have done a good job of attaining that goal.

The first advertisement that will be analyzed is the ad from the 1900's. This advertisement caught my eye right from the start. The background of it is bright yellow which draws the viewer's attention immediately. I feel the primary focus of this advertisement is the woman holding the Oreo and the decorative box that the Oreos are sold in.

The woman shows the emotion of the advertisement when holding the Oreo in her hand. The woman's face is lit up and she comes across very enthusiastic about eating the scrumptious cookie. The woman also has a necklace on her neck, red lipstick on her lips, and curled hair.

These features portray to the viewer that consumers of the Oreo are well-off. The woman also looks very family-oriented which summons families to buy Oreos at the store. Through these features displayed, I felt that she gave credibility to the ad. Since she was dressed nicely and looked well-off, it gives the spectators a reason to go out and purchase the product even more.

This advertisement has two different phrases displayed. Both of the sayings are in navy lettering which is good diversity in front of the bright yellow background of the advertisement itself. The first saying is at the top right hand corner with the phrase, “Oh! Oh! it’s OREO”. This phrase is right by the woman in the advertisement, expressing the fact that the woman is actually verbalizing this. The woman’s mouth is slightly open with her hand holding the Oreo next to her face. The other hand is open right below the saying, leading the viewer’s eyes directly to the wording above. Also, I felt that when using a woman in this advertisement, it gave the spectators a reason to believe that the Oreo was truly worth their money because of how engaged she was in the ad.

The box of Oreo’s are directly below the woman holding the Oreo and the phrase that the woman is “saying”. There are multiple Oreos assorted among the box, which draws the viewers attention towards it. Not only do they have the Oreo displayed, but they also have snack foods like ice cream, strawberries, and shortbread assorted around the label towards the right hand side of the box. Oreo is bolded with red lettering on the box to stand out on the white background of the label. The box itself is a lighter blue shade which contrasts well from the bright yellow background of the advertisement. The box is angled toward the woman, which leads the spectator’s eye directly to her in the advertisement.

Right below the box there is another saying, “A creamy filled Chocolate Cookie Sandwich”. When using the term, “Creamy filled” it tells the seer that when one purchases this item, they will get their money’s worth. This portrays that the producers of the Oreo do not make the Oreo with sparing or little cream. In every cookie sandwich, the maker of this ad is getting the point across that it’s worth it to purchase the Oreo because they are well made. This gives a reason to purchase this cookie versus other generic brands offered at stores.

This advertisement was well put together when looking at all the small but persuading details that they put throughout it. I think that this advertisement is meant to be for a family-oriented group of people. I feel that the woman shown in the advertisement seems very homely and welcoming, which is targeted towards the background of a family. I felt this ad is targeted towards women rather than men. Since there was a female displayed in the advertisement, I felt that the producer was portraying that the Oreo is more widely used by females rather than males.

The next advertisement that will be discussed is the ad from the 2000’s. This advertisement was a very well done ad also. It showed off features in the right ways when trying to persuade the seer. First off, the background of this advertisement draws the attention directly towards the center. It starts out with a darker shade of blue around the edges of the advertisement and fades towards the center to almost completely white. There are two main points throughout this advertisement. The first main point is the hand holding the Oreo above the glass jar that is almost empty of milk. The hand is showing the emotion throughout the advertisement. The struggle of reaching that milk with the Oreo and also the temptation of refilling the glass while eating more Oreos. The hand is only holding the tip of the Oreo cookie, so that it is easy for the viewer to see the texture and design on the sandwich. The hand is also showing credibility within

the ad because it's shows that they want to reach the milk to dip their Oreo in. They unfortunately can't reach the bottom of the glass so they have the challenge on what to do next. The seers of the advertisement can visibly see that the person is wanting more but physically can't reach the end of glass of milk.

The other main point in the advertisement is the saying on the right hand of the ad, "Challenging Dunker for Over 100 years". This phrase is basically saying that the Oreo challenges the patrons to keep indulging in a delicious snack. When the milk has emptied and some can't reach it anymore, they have the temptation to refill the glass jar and keep eating the cookie. This phrase shows the reason and claim for consumers to buy the Oreo. This advertisement shows the viewers that the Oreo is worth one's time. Once someone starts eating the Oreo, it is hard for one to stop consuming it. I feel that the audience directed towards for this advertisement would be the teenage generation. I feel that teenagers sometimes struggle with self control which relates back the phrase that the maker used within this advertisement.

I felt that both of the advertisements had the same goal but very different in achieving that main goal. The advertisement from the 1900's main goal was to get the point to the audience that Oreo is very good and has very easy access. The advertisement from the 2000's main goal was to tell the viewers that Oreos are so delicious that it is a challenge to stop consuming them. Both of the advertisements went with completely different tactics in selling the product. As listed above, both of the advertisements also have Ethos, Logos, and Pathos varied throughout.

Both of the advertisements try to convey the audience to go to the store and invest in the product they are selling. They are portraying that Oreos are not only easily accessible but also a delicious snack. Each of the advertisements show different ways of selling the product, but they

both lead to the same main point of wanting the viewer to consume the product. Although both of the advertisements display the same product, the ad from the 1900's has a more classical approach compared to the ad from the 2000's. This is very true because the technology has advanced since the 2000's and the makers of the advertisements have recently become more creative. When comparing two ads from completely different generations, one does really see the changes that society makes throughout the years.

Works Cited

First Advertisement:

<http://www.bing.com/images/search?q=Vintage+Oreo+Cookie+Ads&view=detail&id=08E96A9D624E73F25C15AF95AE4324CAD3427D92#a>

Second Advertisement:

<http://www.behance.net/gallery/Nabisco-Oreo/6263159>



