

Vess Soda Commercial Rationale

The commercial is based on the fact that Vess is a bargain brand. Most people, especially the head of households, are looking to save money. The commercial will inform the audience that buying Vess is a great way to save money.

A simple, snappy jingle is used to catch the attention of the audience. This jingle will become synonymous with the product. The jingle can also be used for less expensive radio advertisements. There is no music used with the voice over. This helps the voice over stand out a little more from the rest of the commercial.

Most of the Vess sodas are used to inform the consumer of the variety of Vess products (e.g. Diet Vess and all different sizes of Vess). A blue bubble background is used in the shot with the 12 oz. can to tie it in with the blue bubble background in the graphic. The jingle is used again at the end of the commercial along with the graphic [VESS DRINK & SAVE] to remind viewers to drink Vess. Effects are used between product and talent shots to indicate each video transition. The graphic is spun in order to draw more attention to it.

The hand talent (holding the coins) is used to show the audience that they only need a small amount of change to purchase Vess soda. Three talents are used to show that people of all types drink Vess. An upper class woman is used to show that even wealthy people drink Vess. The fisherman is used to show that Vess is even consumed by the common man. The “mom” talent is the last one used because the target audience is likely to relate to that character. This will help the audience remember to buy the product later.

To reach the target audience, the commercial should be run during the day. Also, this commercial is perfect for running in the Metro-St. Louis area because that is where Vess is manufactured and sold.