

Chapter IV

Key Findings

As being product without any unique selling point to differentiate one brand from another, creating appropriated television commercial and efficient total communication plan to successfully capture prospect target as well as retain the current consumers is essential for marketers and advertising agencies of Pepsi and Coca-Cola. To magnificently distinguish itself from competitors in perceptions of the mass consumers, creativity in advertisement, especially for television commercial is mandatory.

Key findings of this study are presented in two parts.

1. Content analysis of individual television commercials.
2. Creative strategy of Cola soft drinks employed in television commercials.



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1. Content analysis of individual television commercial.

1.1. Analysis of Pepsi television commercials from year 1982 – 1997



1. Visual: A young man purchases a bus ticket to return home at the bus station.
Audio: Music: It has been four years since we left our home
2. Visual: A young man sitting on the bus looking outside the window.
Audio: Music: We always dream of going home.
3. Visual: Bus Stops at the rural location where several people are waiting to get on the bus.
Audio: Music: We terribly miss home.
4. Visual: A young man purchases a glass of Pepsi from people who are selling food and drink outside the bus. A young man joyously drinks Pepsi.
5. Visual: A young man gets off at his destination.
Audio: Music: It has been so long that we had never seen our beloved parents.
6. Visual: He happily walks through rice field towards his village.
7. Visual: A little girl pops out from behind the trees and smiles at him.
8. Visual: A little girl runs to deliver jubilant news of a young man's arrival to the villagers.
Audio: Music: They are all eager for the day we return home.
9. Visual: The villagers are excited and eager to see the man.
10. Visual: A young man walks in the middle of the village where his mother delightfully turns to see him.
11. Visual: A young man happily runs to embrace his beloved mother who joyously cries.
Audio: Music: Come together to cheerfully celebrate.
12. Visual: Close up shot of a hand picking up three bottles of Pepsi storing in an ice cooler.
Audio: Music: For the ultimate happiness and joy on the Pepsi day.
13. Visual: A close up shot of a cap being opened.
14. Visual: A young man drinks a bottle of Pepsi.
Audio: Music: Whenever there is a celebrating and delight moment ...
15. Visual: Children look through young man's bag and take out the graduation photo to display to all villagers.
16. Visual: A young man and his mother gather with villagers to talk and drink Pepsi.
Audio: Music: Let's drink Pepsi.
17. Visual: Close up shot of Thai logo on Pepsi bottle. / logo
Audio: Music: Let's joyously drink Pepsi.

1. **Title: Going Home**

Year: 1982

Duration: 60 sec.

Concept: Corporate.

This television commercial attentively dramatizes Pepsi as a symbol of glorious success for young adult by emphasizing on a story line of graduated man returning to his rural hometown. This incident is considered as magnificent occasion for typical Thai people because in the rural areas there are still large number of people who are uneducated. As a result, people with degree are likely perceived as distinguished and privileged persons, especially in the rural area where education is an unaffordable issue. Scene of a young man drinking Pepsi persuasively encourages people to position Pepsi as a premium product as it is a choice of a wise person. A scene when a young man cheerfully greeted by the joyous mother and villagers with an ice cold Pepsi signifies that Pepsi is a pleasant beverage for a celebrating moment. With a highlight on achievement of the main character, this television commercial attempts to establish a perception that people must work hard and regularly drink Pepsi to become success. The entire story line suggests that Pepsi is one of the factors, which contributes to a young man accomplishment. As typical young consumers usually seek to gain acceptance from public, scene of a young man who is a Pepsi presenter being praised by villagers probably stimulate them to prefer Pepsi over other competitor brands. And as one of the significant social problem occurs when young people start to leave their hometown to major city such as Bangkok, this television commercial also aims to encourage these young people to return their hometown. This concept is portrayed through story line of a young man returning to develop his hometown.

Target: Young consumer.

With an education-related story line, young consumers are primary aimed. However because the television commercial portrays life of young man returning to his hometown, this television commercial is likely to specifically communicate to young people from rural area. This specific group of target is emphasized through the visuals of the main presenter is delightfully greeted by all villagers. This scene denotes that the specific target is a prestigious hope of their hometown. They are encouraged to return home to use their educational knowledge to improve quality of their village.

Presenter: The main character is elaborately chosen with a typical look to create believable perception as well as appeal to rural consumers. Other extras are ordinary people with age rank from small children to middle age. To certainly represent a typical rural Thai people, all characters appearing in this television commercial are chosen with typical genuine Thai looks.

Location: As the television commercial attempts to portray story line of a young man returning to his rural home, the chosen locations are various from at the bus station, on the bus, and a rural village. The selected location is aimed to reflect rural lifestyles with warm and welcome atmosphere of typical rural village.

Logo: Pepsi Thai logo in a rectangular shape.

Super: None

Language: No specific dialogue is presence because the major emphasis is on the touching music lyric.

Music: A sentimental Thai music score and touching lyric are intentionally designed to inspire the target group to enthusiastically return home. The lyric also signifies that all villagers and their parents wait for them to apply their skill to develop their hometown. In addition, to signify Pepsi as a beverage, which can generate a joyous ambience for the celebrating moment, the lyric significantly encourages consumers to consider Pepsi as a symbol to accompany their cheerful occasion.

“ It has been four years since we left our home. We always dream of going home.

We terribly miss home. It has been so long that we had never seen our beloved parents. They are all eager for the day we return home.

Come together to cheerfully celebrate. For the ultimate happiness and joy on the Pepsi day.

Whenever there is a celebrating and delight moment ... let's drink Pepsi. Let's joyously drink Pepsi.”

Brand reminding devices: Wardrobe of the main presenter is designed with one of Pepsi's identity color, blue.

Brand personality: Through the story line which dramatizes on a young man's educational achievement, consumers are enhanced by Pepsi's personality as being successive and celebrated beverage. Consumers are dramatized that Pepsi will contribute to their accomplishment as well as fulfill cheerfulness into their lives. The television commercial generates a perception that Pepsi is symbolic of prosperity, and achievement. This television commercial employs the self-expression model to create brand personality by stimulating consumers to perceive a brand as a part to express their self-identity. With the story line of a successful young man returning home to receive a wide respect from others, young consumers who want to be achieved would look at Pepsi as a brand with self-identity they aspire. Pepsi is then associated, as a brand whose cultural meaning corresponds to the person consumers want to become. These brand personalities create self-expressive benefit, which becomes a vehicle for consumers to express their own personality. Brand personality in this television commercial is executed through user imagery approach, which represented by the main character that successfully fulfills his educational goal and hope of his parents.

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Going Home	Creative Execution Styles												Appeal		Strategy source	
Advertising Expert	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3								+						+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								5						5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Going Home" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** A young man is desperately thinking of his girlfriend in his bedroom.
Audio: Music: When I do not have you by my side...
2. **Visual:** A young man picks up a ringing phone with a bottle of Pepsi in his hand.
Audio: Music: wherever I am.
3. **Visual:** He depressingly hangs up telephone then picks up a photograph of his girlfriend. He slowly runs his fingertip over it.
Audio: Music: I feel terribly lonely.
4. **Visual:** A young woman is sadly writing a diary in her bedroom.
Audio: Music: It seems like the world is empty.
5. **Visual:** A man depressingly lies down on his bed.
Audio: Music: I am so isolated. Why do you have to be so cruel?
6. **Visual:** A young woman lying on the bed. She is going to dial but later decides to hang up.
7. **Visual:** A woman smilingly walks into a restaurant with her friends. When she sees her boyfriend, she immediately stops smiling.
8. **Visual:** A man who holds glass of Pepsi in his hand looks at a woman.
Audio: Music: Why do you pretend to be all right when deeply you really miss me?
9. **Visual:** A product shot of Pepsi being poured into Pepsi plastic glass.
10. **Visual:** A man presents glass of Pepsi to a woman.
11. **Visual:** A woman accepts Pepsi and smiles in return. Friends gather around to cheer the couple.
Audio: Music: Let's forget the argument and restart together.
12. **Visual:** A man drinks Pepsi and turns to happily cheer with his friends
Audio: Music: Come together to joyously celebrate and refresh with Pepsi.
13. **Visual:** A tray with plenty of Pepsi in plastic glass.
Audio: Music: Let's joyously drink Pepsi.
14. **Visual:** Everyone cheerfully drinks Pepsi. / logo.
Audio: Music: Let's joyously drink Pepsi.

2. Title: Love Theme

Year: 1962

Duration: 60 sec.

Concept: Happiness.

This television commercial aims to promote Pepsi among teenager targets whose lifestyles are highly involved in love and romance topics. It features a story line of young couples who recently had an argument and they are too arrogant to make up with each other. However, deeply in their hearts, they impatiently want to happily reunite. At last when they accidentally meet at the restaurant, a man decides to present a bottle of Pepsi to a woman. Finally, a woman forgives and joyously makes up with her boyfriend. Then their friends who join in with handfuls of Pepsi delightfully cheer them.

The main message of being a beverage to delicately bring cheerful, rejoicing and gladness into consumers' lives is what Pepsi wants to get across all consumers. The climax when a woman decides to reconcile right after a man hands her a bottle of Pepsi is a significant scene to strengthen this concept. Consumers are emotionally explored to a perception that Pepsi is a magnificent jubilation creator. Pepsi becomes a beverage for a pleasant and gratified moment which can magically turn negative into positive outcome. The happiness concept is significantly dramatized with a scene when the couples and their friends cheerfully celebrate the enjoyable occasion with Pepsi.

The television commercial also attempts to induce usage behavior both in-home and out-of-home format among young consumers. It is because young consumers typically consume soft drink beverages out-of-home. As a result, Pepsi attempts to motivate them to purchase and consume Pepsi in-home as well. The demonstration of in-home consumption habit is portrayed in the very first scene when a young man depressingly sits in his bedroom and drinks Pepsi to console as well as cheer up himself. The particular scene also symbolizes Pepsi as a supportive friend to make people feel happier. The out-of-home usage is signified with a restaurant scene when the couples get together and happily share Pepsi among friends. This television commercial efficiently associates young consumers to the brand by addressing typical youth's basic human need of being involved in a relationship.

Target: Young consumer, especially the collage student.

According to sentimental story line, romantic music, and youth presenters, this television commercial primarily aims to communicate to collage student targets who have greater chance to involve with all situations presented in this television commercial. The story line of this commercial has greater opportunity to associate to young targets whose lives typically focus on passionate relation, quarrel with their boyfriend or girlfriend, and hanging out with friends outside the house. Therefore when young target view this particular commercial, they will easily get the message which Pepsi is trying to deliver to them. Since the story line is relevant to their experiences, they are likely to perceive Pepsi as an essential part of teenagers' lives.

Presenter: The main characters of this television commercial are young man and woman with good looking and individualistic personality. In order to appeal to young generation target, both presenters and extras accompanied as friends are designed with characters and attitudes to represent typical teenagers.

Location: In order to harmonize with the concept to establish both in-home and out-of-home consumption, the television commercial employs setting of bedroom and animated restaurant. Featuring personal space as bedroom helps relating the story line closer to consumers.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " The most delighted moment ... drink Pepsi for joyous refreshment." in Thai.

Language: No specific dialogue is presence because the major emphasis is on the touching music lyric.

Music: A sentimental Thai music score and touching lyric are elaborately designed to harmonize with the romantic story line. As young targets are quite sensitive, the music attempts to relate the commercial with consumers' personal love experience. The music score at the

beginning scene is very slow and sad, but as the couple reunite the music score is immediately changed to a fast and delighted tune to boost up consumers' emotion.

“ When I do not have you by my side... wherever I am, I feel terribly lonely.

It seems like the world is empty. I am so isolated. Why do you have to be so cruel?

Why do you pretend to be all right when deeply you really miss me?

Let's forget the argument and restart together.

Come together to joyously celebrate and refresh with Pepsi.

In the happy day and the most delight moment ...

Let's joyously drink Pepsi. Let's joyously drink Pepsi.”

Whenever there is a celebrating and delight moment ...

let's drink Pepsi. Let's joyously drink Pepsi.”

Brand reminding devices: Pepsi's blue identity color is presented in wardrobes of both main characters.

Brand personality: Romantic personality is reflected through the relationship basic, model which consumers consider the brand as a friend who provides love, and caring. The scene when a woman joyously reunites with her boyfriend right after she is presented with a bottle of Pepsi encourages young consumers to perceive Pepsi as someone who they can rely on to help solving their romantic relation.

Brand personality of this commercial is presented through executional elements approach such as the touching music and sentimental visual direction to make the commercial appeals to young target.



1. **Visual:** A popular DJ is introducing audiences to a live telecast of a rock concert.
Audio: Music intro
2. **Visual:** Young man brings radio to a living room where several of his friends pleasantly listen to rock concert broadcast.
Audio: Music: Wherever we are, let music be a device.
3. **Visual:** In a restaurant, an owner tunes the radio louder at the counter where numerous Pepsi plastic glasses are displayed.
Audio: Music: To generate our happiness.
4. **Visual:** Two teenager boys pick up meal from counter and join with their friends at table.
Audio: Music: Let's sing an entertaining song.
5. **Visual:** DJ listens to a rock concert with Pepsi bottle in his hand.
Audio: Music: To increase the ultimate joy in our lives.
6. **Visual:** Group of teenagers who listen to a radio in a living room shares Pepsi liter together.
Audio: Music: Come together ...
7. **Visual:** Close up shot of logo on Pepsi bottle and the Pepsi cap is opened.
Audio: Music: Come together for a cheering moment.
8. **Visual:** A rock band performs on stage.
Audio: Music: And refreshment with Pepsi.
9. **Visual:** Teenagers at the concert are having a great time.
Audio: Music: In the happy moment.
10. **Visual:** Pepsi is poured into a clear glass with Pepsi Thai logo.
Audio: Music: And the most delight occasion...
11. **Visual:** Rock band performs and drinks Pepsi.
Audio: Music: Let's joyously drink Pepsi.
12. **Visual:** Teenagers are enjoying the concert while the lead singer drinks Pepsi.
Audio: Music: Let's joyously drink Pepsi.

3. **Title: Rock Concert**

Year: 1983 **Duration:** 60 sec.

Concept: Teenager's lifestyles.

As teenager's lifestyles is the key concept of this commercial, this television commercial directly communicates to young target through entertaining music activity. The entire commercial portrays lifestyles of young target in several different ways to demonstrate that despite type of activities young consumers are engaged, Pepsi could be part of all enjoyable moments. The story line encourages consumers to include Pepsi in their daily life as well as to consume Pepsi both in-home and out-of-home pattern. For example, the commercial presents scenes of people pleasantly drink Pepsi with friends at home, group of teenagers remarkably choose Pepsi while dining at restaurant, and people drink Pepsi while attending a rock concert.

In order to successfully motivate as well as attract young consumers, celebrities endorser such as popular DJ, and idol rock star are employed. The appearance of celebrity endorsers helps reinforcing a positive image as well as generating greater brand preference among the target. The commercial engages music theme, as the most significant element to symbolize that Pepsi is a young and restless beverage for youth. To perfectly support this concept, all scenes of this commercial visually associate Pepsi and young consumers with music activities such as listening to a radio and attending the rock concert.

Target: Young consumer.

With the music activity related story line and portrayal of teenagers' lifestyles, young consumers are main emphasis. The story line encourages young consumers to gather around and use music activity to wisely spend their leisure time. As young consumers are target group who spend the highest on soft drink product, the commercial portrays both in-home and out-of-home consumption patterns to induce usage habit among young target.

Presenter: Number of young presenters of all genders is highlighted to harmonize with the main objective to capture young consumer target. These energetic look presenters are presented with attitude of out going teenagers who attract to dynamic music activity.

Location: To encourage target consumers to extend their consumption behavior, both in-home and out-of-home settings are chosen to extend their usage. The locations of this commercial are places where typical young consumers probably hang out with energetic friends such as, restaurant and concert event.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " The most delighted moment ... drink Pepsi for joyous refreshment." in Thai.

Language: No specific dialogue is presence because the major emphasis is on the compelling music activity.

Music: In order to successfully captures attention of young targets who are active and dynamic, rock music performed by popular rock star is employed to stimulate consumers' interest in Pepsi. The music of this commercial is highlighted to dramatize that Pepsi and music is possibly generating enlivening atmosphere for everyone at all places and times.

" Wherever we are, let music be a device to generate our happiness.

Let's sing an entertaining song to increase the ultimate joy in our lives.

Come together ... come together for cheering moment and refreshment with Pepsi.

In the happy moment and the most delight occasion ...

Let's joyously drink Pepsi. Let's joyously drink Pepsi."

Brand reminding devices: None

Brand personality: Active personality is generated through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the commercial portrays scenes of out going young consumers who pleasantly spend their leisure time with music activities which are typical lifestyles of youth prospect target would develop a perception of Pepsi as a beverage to keep them in trend.

Brand personality of this commerial is highlighted through user imagery approach portrayed in characters of all young presenters who involve in entertaining activity.

Rock Concert	Creative Execution Styles												Appeal		Strategy source	
Advertising Expert	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1											+			+		+
Judge # 2									+					+	+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5								+					+		+	
TOTAL								1	3		1		1	4	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Rock Concert" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** An atmosphere of a place where college students gather for concert rehearsal. Some are setting up light and sound system, while some musicians are practicing.
Audio: Music intro
2. **Visual:** Three female choruses sing with Pepsi in their hands.
Audio: Music: Pepsi ... Pepsi
3. **Visual:** Male and female teenagers walk in the place with Pepsi ice cooler.
Audio: Music: Let's come to drink Pepsi.
4. **Visual:** Choruses standing in front of the wall where Pepsi logo is painted on the entire wall. Rung Rockcestra comes out and sings.
Audio: Music: Let's come to joyously refresh with the advance taste.
5. **Visual:** A hand picks up Pepsi bottle from ice.
Audio: Music: Drink Pepsi to always refresh.
6. **Visual:** Male teenagers perform breakdance.
Audio: Music: Let's come to drink Pepsi.
7. **Visual:** Close up shot of a hand passing Pepsi bottle to someone else's hand.
Audio: Music: Wherever you are? ...
8. **Visual:** Female teenager performs modern dance and as an old janitor man walks pass by, she grabs his hand.
Audio: Music: Wherever you are?
9. **Visual:** Rung Rockcestra sings with choruses.
Audio: Music: Let's step into a modernization era with self-satisfaction.
10. **Visual:** One male teenager holds one Pepsi bottle in hand over the other one to Rung Rockcestra.
Audio: Music: We drink Pepsi for its incomparable taste.
11. **Visual:** Close up shot of a hand passes Pepsi bottle to someone else's hand.
Audio: Music: We drink Pepsi for the satisfied ice-cold taste.
12. **Visual:** Group of teenagers performs breakdance and drink Pepsi.
Audio: Music: We drink Pepsi for its incomparable taste.
13. **Visual:** A man carries Pepsi ice cooler around to share Pepsi among others.
Audio: Music: We drink Pepsi for the satisfied ice-cold taste.
14. **Visual:** Man performs breakdance and passes Pepsi to others.
Audio: Music: We drink Pepsi to overcome thirst.
15. **Visual:** Janitor drinks Pepsi and dances with a girl.
Audio: Music: Good ... good ... good the most delighted moment ... Pepsi
16. **Visual:** Choruses cheerfully drink Pepsi together.

Audio: Music: The advanced taste with icy refreshing experience.

17. Visual: Everyone happily stands in front of a large Pepsi wall./ logo / super

Audio: Music: Pepsi ...drink Pepsi.

4. Title: Rehearsal

Year: 1984

Duration: 60 sec.

Concept: Teenager's lifestyles.

The television commercial aims to communicate to young consumers whose lives involve with music lifestyles and activity. The story line features group of young consumers who are in collage year gathering to rehearse for a concert. Several scenes show some people are setting stage equipment, some musicians are practicing, and some dancers are exercising their performance. Using a well-known rock star, Rung Rockcestra in the commercial helps sparking young consumers' attention. As some of the activities employing in the commercial such as breakdance and modern dance are considered as fashionable issues for public in those days, the commercial symbolizes Pepsi as a beverage for young trendy people.

The commercial also encourages teenagers to drink and share Pepsi with their friends for refreshing experience. This concept is reflected through visuals of Pepsi bottles are passed from one hand to others. These scenes are highlighted at the same time when the music lyric "come together to drink Pepsi" is signified. It also presents scene of teenager male walking around with Pepsi ice cooler to actively shares Pepsi with all people.

Target: Young consumer.

Young consumers are intentionally aimed as primary target through portrayal of teenagers' lifestyles, activities, and presenters. With the mentioned elements, Pepsi attempts to position itself as friend of collage level students who significantly involves in music activity. The story line reminds as well as encourages young consumers to include Pepsi in activity they are doing with friends. The concept of sharing Pepsi is to induce trial from new prospect targets that happen to experience refreshing taste of Pepsi through their friends.

Presenter: The television commercial highlights on teenager presenters who are independent and active to be consistent with the dynamic story line. A famous rock star is exclusively endorsed to stimulate consumers' interest as well as being an efficient middleman to communicate Pepsi's music activity concept.

Location: An indoor studio is set as place to be assumed as somewhere in collage where students could gather for music rehearsal. The particular location is designed to establish positive relationship with consumers who are in collage because this specific target has high potential to become a regular consumer.

Logo: Pepsi's red, blue, and white rectangular shaped logo in Thai painted on the wall.

Super: " The most delighted moment ... drink Pepsi for joyous refreshment." in Thai.

Language: No specific dialogue is presence because the major emphasis is on the compelling music activity.

Music: An active music score is designed to harmonize with the story line which people are rehearsing concert. The lyric attempts to deliver three messages to young consumers. The first is to encourage them to share Pepsi among friend, which would benefit in new product trial. The second is to establish a perception that Pepsi is a beverage for modern and fashionable people who seek to be advanced in all aspects. The third is to highlight that Pepsi offers the greatest taste and a definite refreshing experience. It also aims to claim Pepsi as the number one taste in Cola soft drink category.

" Pepsi Pepsi ... let's come to drink Pepsi.

Let's come to joyously refresh with the advance taste.

Drink Pepsi to always refresh. Let's come to drink Pepsi.

Wherever you are ... wherever you are. Let's step into a modernization era with self-satisfaction.

We drink Pepsi for its incomparable taste.

We drink Pepsi for the satisfied ice-cold taste.

We drink Pepsi to overcome thirst. Good ... good ... good the most delighted moment ... Pepsi. The advanced taste with icy refreshing experience. Pepsi ...drink Pepsi. “

Brand reminding devices: None

Brand personality: Modernistic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the commercial emphasizes scenes of active young consumers engaging in music related activities and the music lyric also reinforces a perception that drinking Pepsi a step to bring people into a modernization, consumers are likely to develop positive attitude towards Pepsi. It becomes a beverage to express their independence and energetic lifestyles. Drinking Pepsi then becomes an approach to express modernized characteristic.

Brand personality of this commercial is highlighted through user imagery approach presented by characteristics of all young presenters who are delightfully having a good moment with Pepsi in music activity.

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Rehearsal	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+	+	
Judge # 3												+		+	+	
Judge # 4									+					+	+	
Judge # 5								+					+		+	
TOTAL								3	1			1		1	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Rehearsal" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** At the concert venue, young audiences are excited while the musicians begin to perform. Some are making music rhythm out of Pepsi plastic glass.
Audio: Music intro
2. **Visual:** While a young African-American boy is dancing, more people who are excited and at the sings.
3. **Visual:** Shot of Pepsi bottles are opened.
4. **Visual:** Lionel Richie appears and walks towards the stage where musicians are performing.
5. **Visual:** Pepsi is poured into glasses.
6. **Visual:** Richie shakes hand with the audiences and as he steps on stage, all lights are activated.
7. **Visual:** Group of teenager girls standing in front of a stage with Pepsi glasses.
8. **Visual:** Richie begins to sing on a stage where a large Pepsi logo is displayed behind.
Audio: Music: We are the new generation.
9. **Visual:** Richie performs to excited audiences.
Audio: Music: Got to get down before the magic slips away.
10. **Visual:** A young African-American boy is dancing with Pepsi glass in his hand.
Audio: Music: Pepsi feels so right, dancing till the sunshine.
11. **Visual:** Richie sings and the audiences joyously dance with Pepsi glasses.
Audio: Music: Pepsi feels so right.
12. **Visual:** Richie ends his performance and the audiences raise Pepsi glasses to drink.
Audio: Music: Pepsi feels so right ... right
13. **Visual:** The entire concert venue is covered with countless cheerful people./ logo / super
Audio: Music: Pepsi feels so right.

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5. **Title: Lionel Richie**

Year: 1985

Duration: 60 sec.

Concept: Music.

This television commercial is the first to announce "Pepsi New Generation" theme to all consumers. It aims to position Pepsi as a beverage for modernized consumers who live a trendy life. It attempts to promote young consumers to establish a perception that Pepsi is lively and young. Consumers are motivated to choose Pepsi over its competitor because it is a symbol of contemporary and progressive. With a new theme line, Pepsi successfully dramatizes that other Cola soft drinks are out-of-date and suitable for conservative consumers. The commercial persuades young consumers to choose Pepsi to enhance their stylish image.

To successfully reinforce this concept, famous singer Lionel Richie is endorsed for a remarkable impression. Moreover, as Richie is the world's most popular celebrity, his presence supportively symbolizes Pepsi as an in demand beverage. The popularity concept is also highlighted through scenes where numerous consumers are holding glasses filled with Pepsi and excitingly watching concert. This commercial intentionally aims to attract target consumers through music marketing, which generates colorful aspects into young consumers' lifestyles.

Target: Young consumer.

With an introduction of new theme line, this commercial primary aims to appealingly communicate to young consumers. It attempts to encourage young consumers to choose Pepsi as a symbol to express their modernized characteristic. As typical young consumers are attracted to amusing topics employed by this commercial, fame and entertainment activities are featured to consist with their desire.

Presenter: As Lionel Richie is a well-known star, he is endorsed to provoke a perception that Pepsi is a popular beverage for young consumers. His appearance and teenager extras help reinforcing " New Generation " statement. Presence of Richie who is African-American indirectly promotes young people to change their discriminated attitudes towards minority. Teen extras of diverse races and genders convey that Pepsi is an well-accepted brand among people.

Location: An indoor studio location is set as a place where countless people gather to witness Richie's powerful performance. The designed location is fully decorated with colorful neon light signage to harmonize with the active story line.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Pepsi New Generation " in English.

Language: No specific dialogue is presence because the major emphasis is on the compelling music activity.

Music: Performing by Richie, the energetic music is designed to harmonize with the " New generation" concept. The lyric significantly encourages youth not to be hesitated to do what they want to do.

" We are the new generation. Got to get down before the magic slips away.

Pepsi feels so right, dancing till the sunshine.

Pepsi feels so right. Pepsi feels so right ... Pepsi feels so right. "

Brand reminding devices: Pepsi identity colors are associated through outfits of all extras.

Brand personality: Popular personality is emphasized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the commercial portrays Lionel Richie and introduces a new "New Generation" theme line, target consumers are motivated to perceive Pepsi as a beverage for contemporary people who seek popularity.

Brand personality of this commercial is presented through endorser approach which Richie's popularity image could be symbolized with Pepsi.

Lionel Richie	Creative Execution Styles												Appeal		Strategy source	
Advertising Expert	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+				+			+
TOTAL									5				1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Lionel Richie" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** An atmosphere of the concert event where people are packed and the Pepsi's blue color is highlighted on stage.
Audio: Music Intro
2. **Visual:** Tina runs on the stage and cheerfully sings to excited crowd.
3. **Visual:** The camera zooms out to feature neon light signage of Pepsi logo on the stage.
4. **Visual:** Tina incredibly performs her popular song.
Audio: Music: We step forwards together to a greater opportunity.
5. **Visual:** Anchalee comes out to join Tina with guitar.
Audio: Music: We are happy with Pepsi.
6. **Visual:** Tina smiles and beautifully performs with Anchalee on the stage.
Audio: Music: Pepsi is the only thing we desire.
7. **Visual:** Anchalee and Tina powerfully sing together, while the audiences go wild.
Audio: Music: We are happy with Pepsi.
8. **Visual:** Pepsi bottles on the keyboard.
Audio: Music: Our lives are fulfilled with love.
9. **Visual:** An Asia female audience hands Pepsi bottle to Tina.
10. **Visual:** Tina and Anchalee sing together.
Audio: Music: We've got the taste.
11. **Visual:** The audiences joyously cheer.

6. **Title: Tina & Anchalee**

Year: 1986 **Duration:** 60 sec.

Concept: Music.

This television commercial attempts to position Pepsi as a modern and world-class product, which successfully gains popularity from consumers around the world. With a music marketing approach, consumers are also acknowledged that Pepsi is a beverage to bring Thai people into a world standard. Consumers' positive attitudes are developed towards Pepsi as a beverage to give Thai people a challenging opportunity to express their talent to compete in international

level. The commercial motivates young Thai to be courageous to chase their dreams. This concept is revealed through a concert scene where Thailand's famous female rock star, Anchalee delivers her outstanding performance on stage. She is presence with world's famous star in front of countless American audiences. The story line demonstrates that a singer from Thailand could successfully gain a magnificent acceptance from all audiences. This commercial employs music marketing approach with presence of Tina and Anchalee to attract youth targets. Appearance of both celebrities symbolizes that Pepsi is the only soft drink chosen by trendy and sophisticated people.

Target: Young consumer.

As the commercial employs music marketing as a significant highlight, primary target of this commercial is young consumers who consider music as part of their entertaining lifestyles. The theme line "New Generation" is intentionally aimed to position Pepsi as a beverage for modernized young target. Appearances of the famous stars supportively attract attention from young consumers who consider the celebrities as their idol.

Presenter: In order to denote Pepsi's magnificent power in Cola soft drink category, this commercial endorses world's top reputation stars, Tina Turner and Thailand's most popular singer, Anchalee to position Pepsi as a leader in music marketing. These powerful celebrities are spectacular magnets to draw attention from young prospect targets that are Pepsi most desire target. With presence of both stars, Pepsi is enhanced as being a Cola beverage for modernized consumers who seek to live colorful and energetic lives.

Location: A location of an indoor auditorium which can contain more than hundred people is chosen to correspond with the story line of the spectacular concert event. The stage is designed with colorful lighting and powerful sound system to mark a significant occasion when Thailand's famous rock star performs with the world's greatest singer. Anchalee is exclusively flown to the United States to shoot this particular commercial.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " The taste for new generation " in Thai.

Language: No specific dialogue is present because the major emphasis is on the compelling music activity.

Music: A compelling music with lyrics in both Thai and English are excitingly designed to go along with concept which two famous superstars from different parts of the world meet and deliver a powerful performance. To strengthen Pepsi relationship with young consumers, the lyric attempts to reinforce Pepsi as the only brand who can generate happy moment in their lives.

" We step forwards together to a greater opportunity.

We are happy with Pepsi. Pepsi is the only thing we desire.

We are happy with Pepsi. Our lives are fulfilled with love.

We've got the taste. "

Brand reminding devices: A large neon signage of Pepsi is highlighted as stage background.

Brand personality: Encourage personality is emphasized through the relationship basis model, which emphasizes on people's relationship with a brand. With the compelling story line that Pepsi supports Thai star to go internationally, people are enhanced to consider Pepsi as a friend who provides support and respect to encourage them to chase their goal.

Brand personality of this commercial is presented through endorser approach which young consumers are thrilled to see Pepsi's significant power to have superstars from different parts of the world perform together in front of countless American audiences.

Tina & Anchalee	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+				+			+
TOTAL									5				1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's " Tina & Anchalee " commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Open scene in a dark and quiet traditional library.
2. Visual: Michael J. Fox gets up from a chair and as he drags a chair, he accidentally makes an annoying noise
3. Visual: J. Fox walks towards a Pepsi vending machine where he puts his book on a copy machine.
4. Visual: He finds out that he has only a bank note. As a result, he shoots out asking for changes.
5. Visual: A guy with a nerdy appearance looks and shoos at J. Fox.
6. Visual: J. Fox looks around and stars at his book lying on a copy machine.
7. Visual: The copy machine is running and color photocopy of Pepsi can come out.
8. Visual: J. Fox looks amazed while picking up the copy.
9. Visual: He tears off the copy, which makes some noises. Some sparkling bubbles come out from part of copy that he tears off.
10. Visual: He seems curious and confused. He looks around and rolls the copy paper to drink.
11. Visual: A nerdy lady turns to look at J. Fox who drinks the entire can.
12. Visual: A nerdy man turns to shoo at him again.
13. Visual: J. Fox rolls a copy into a ball shape and throws it into a dustbin with loud noise.
14. Visual: J. Fox turns to shoo back at the nerdy man.

7. **Title: Michael J. Fox**

Year: 1986 **Duration:** 30 sec.

Concept: Teenager's lifestyles.

This television commercial dramatizes that with a magic of Pepsi, all things can happen and every trouble could be magically solved. It stimulates consumers to have a faith in themselves because when they develop belief in themselves, they will have courage to do anything. With the compelling story line and an animated characteristic of Michael J. Fox who dresses and acts differently from everyone in the scene, the commercial motivates consumers to be liberate and daring to do whatever they think it is right. It supports consumers to be independent and be brave to be different from the rest because Pepsi thinks that if people keep following the rule,

they will get trapped in the same perception and attitude. As a result, no innovative contribution will ever be initiated. Therefore the story line of this commercial presents scenes of the main character energetically breaks traditional rules of library to experience Pepsi's magical moment. The commercial symbolizes that when people always emphasize on the existing regulations, they would end up as a conservative person as portrayed as extras in the commercial.

This concept is initiated to mark the magnificent introduction of Pepsi can, which is distributed through the vending machine. It suggests consumers not to hesitate to try Pepsi new format. They are encouraged to break away from the typical drinking habit. The commercial attempts to induce trial in young consumers who usually seek for innovative thing to be in fashion and stand out from others.

Target: Young consumer.

With story line of youth's lifestyles, and appearance of teen idol, Michael J. Fox, this commercial elaborately aims to stimulate young consumers' attention. Young consumers would also be easily associated themselves to the familiar location of a library.

Presenter: To create an appealing commercial for young target, Pepsi endorsed Michael J. Fox, a popular teen star to symbolize Pepsi as young and energetic beverage for consumers who see themselves as lively, witty, and animated. Humorous characteristic of Michael creates a friendly relation between Pepsi and consumers. He successfully positions Pepsi's as a brand with independent and adventurous attitudes.

Location: Pepsi chooses library, a typical place where young people are probably familiar to associate the brand to consumers. As library usually has number of strict regulations, it is a proper place to demonstrate a significant concept to encourage young consumers to be individual and dare to break the rule for new innovative idea.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " The taste for new generation " in English.

Language: No specific dialogue is present.

Music: As a story line of this commercial is quite mysterious, no specific music is performed to dilute climax and concept. Only special sound effects of the main character's arousing actions such as tearing a paper, drinking Pepsi, and throwing Pepsi can into a bin are compelling featured.

Brand reminding devices: Pepsi vending machine and a color photocopy of Pepsi can are emphasized.

Brand personality: Innovative personality is emphasized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the originative story line as well as the cutting-edge performance of the main character, this commercial encourages young consumers to develop attitudes that drinking Pepsi would make them look as creative as the commercial portrays.

Brand personality of this commercial is presented through endorser approach, which symbolic of the brand is transferred to consumer through epigrammatic and fanciful personalities of the famous Michael J. Fox.

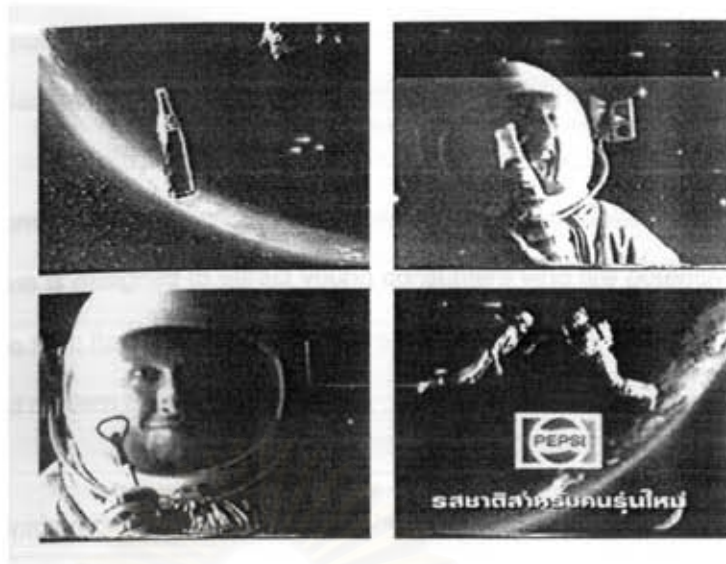
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Michael J. Fox	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2		+												+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL		1							4					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Michael J. Fox" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Scenery of space with combination of spaceship, earth, and moon.
2. Visual: Two young male astronauts with rest and relax actions in the spaceship.
3. Visual: One astronaut takes off earphone and turns to talk with his friend.
Audio: M.1 : "The mission went so well, Starship."
4. Visual: He presses a button to release Pepsi bottle.
Audio: M.1 : "Hey I let's drink Pepsi."
5. Visual: Only one Pepsi bottle comes out and both astronauts look at each other as the bottle flies away.
Audio: M.2 : "There is only one bottle of Pepsi left."
6. Visual: Two astronauts chase after the bottle.
7. Visual: The bottle flies out of spaceship into space.
8. Visual: Two astronauts still chase after the bottle while one of the astronaut is able to catch the bottle.
9. Visual: The other astronaut smiles and shows a bottle opener to his friend.
10. Visual: Both astronauts flow in the space, while presence of logo and space.

8. **Title: Float**

Year: 1986

Duration: 30 sec.

Concept: Teenager's lifestyles.

This television commercial attempts to dramatize that with the ultimate refreshing taste of Pepsi, no one could ever resist not to drink it. It demonstrates that Pepsi is popular among consumers who actively drink Pepsi regardless of place and time. As the commercial portrays a story line of astronaut in a spaceship chasing for a bottle of Pepsi, this commercial attempts to claim that Pepsi is universal and superior than its competitors. It symbolizes that Pepsi is a standardized beverage, which successfully gains acceptance from public and expertise. As the story line presents that Pepsi is preferred by American astronaut, it is trying to take away Coca-Cola's long time positioning of being an American identity. It signifies that the era of Coca-Cola is over. For the young modern energetic generation, Pepsi is suggested to be their choice. The

scene when two astronauts are taking a break and desiring to drink Pepsi signifies that Pepsi is a beverage for relaxation moment.

Target: Young consumer.

The active story line is designed to attract young consumers who are potential target which Pepsi wants to capture from its competitors. These young consumers are persuaded to think of Pepsi as energetic and modern beverage.

Presenter: To reinforce the concept of being a beverage for young target, two main male presenters with animated characteristic are employed. As both presenters are young adults, consumers are suggested that Pepsi is appropriated for young consumers who are lively and cheerful.

Location: A setting of spaceship is set to strengthen product concept of being a universal product for cheerful and energetic consumers.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "The taste for new generation" in English.

Language: No specific dialogue is presented. Only few conversations between presenters are highlighted to encourage people to drink Pepsi.

Music: A classical music score is designed to contrast with the lively and futuristic story for interesting ambient.

Brand reminding devices: None

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the energetic story line, this commercial encourages young consumers to develop attitudes that drinking Pepsi would help positioning them as popular and in-demand person.

Brand personality of this commercial is dramatized through executional elements approach of choice of music, visual direction, and story line those supportively make this commercial appeals to young target.

Float	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1		+												+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4		+												+		+
Judge # 5		+												+		+
TOTAL		5												5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Float" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Two male teenagers walk towards Pepsi vending machine where a beautiful woman is jogging pass by.
2. Visual: As the first Pepsi can comes out, one teenager hands over it to his friend.
3. Visual: As the teenagers open the cans, there are entertaining music and colorful light come out from the vending machine. The door of vending machine opens wider.

Audio: Music intro

4. Visual: The teenagers look confused but they decide to enter into the vending machine. A man who stands near by amazingly witnesses the incident.
 5. Visual: Both teenagers find themselves in discotheque where countless people are packed.
 6. Visual: Gloria appears on stage and starts singing while crowds cheerfully clap.
- Audio: Music performed by Gloria.
7. Visual: A beautiful woman walks pass two main character.
 8. Visual: A waitress with a tray and two Pepsi cans.
 9. Visual: Gloria points her finger to Pepsi cans which gradually fall into the main character's hands.
 10. Visual: The presenter with Pepsi in his hand cheerfully dances with a woman.
 11. Visual: Gloria performs and crowds are having a great time.
 12. Visual: Door of the vending machine opens and group of people joyously dance out.
 13. Visual: The man who witnesses the entire incident decides to get Pepsi from the vending machine.

9. Title: Miami Sound Machine

Year: 1986 **Duration:** 30 sec.

Concept: Music.

This television commercial symbolizes Pepsi as a signage of new beginning. It encourages young consumers to believe in themselves and be courageous to do some innovative things. The scene when both presenters decide to enter into the vending machine suggests young consumers to develop new creative way of thinking. It suggests consumers to be adventurous and chivalrous to encounter something they have never experienced before.

The scene of both presenters pleasantly drink Pepsi in a place where all people are ultimately having joyous time dramatizes lifestyles of new generation who believe the true meaning of life is to be bold for the maximum fun. The commercial also signifies Pepsi as a beverage to supportively create an enjoyable moment and stimulate a colorful movement in consumers' lives.

Target: Young consumer.

Young consumers are aimed to perceive Pepsi as a symbol of fun and entertainment, which playfully fulfills their energetic lifestyles. The commercial suggests young consumers to drink Pepsi because Pepsi will generate ultimate moment of pleasant and fascination.

Presenter: Two young active male teenagers are chosen to successfully communicate to youth targets who are the primary potential target of Pepsi. The presenters are ensured to be able to convey that drinking Pepsi with friends will generate numerous funs. They persuasively support young consumers to be courageous to face unexpected moment. Gloria Estafan a popular singer is endorsed to use her dynamic appearance to captivate interest from young target. As she is considered as a significant teen idol, she successfully signifies Pepsi as an absolute beverage for youth.

Location: An indoor location of discotheque is highlighted to accompany the entertaining story line as well as capture attention from young energetic consumers. Choosing a typical place where young consumers could easily associate to, helps generating greater appeal to target group.

Logo: Pepsi's red, blue, and white rectangular shaped logo from a can is highlighted.

Super: " The taste for new generation " in Thai.

Language: No specific dialogue is presented because the highlight is focused on dynamic story line and arousing music performed by Gloria Estafan who delivers powerful performance as magnificent magnet to attract young target.

Music: A thrilling music performance by Gloria is emphasized to dramatize that Pepsi is a factor to create dazzling and animated moment for all consumers. The spectacular music helps reinforcing Pepsi's position of being a beverage for new generation that seeks to live the enlivening lifestyles.

Brand reminding devices: Pepsi's identity blue color is portrayed through outfits of main characters and Gloria Estafan.

Brand personality: Entertaining personality is reflected through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the commercial employs a powerful performance of Gloria Estafan and a pleasant moment of the presenters and friend, consumers are encouraged to perceive Pepsi as dynamic beverage, which contributes to consumers' happiness.

Brand personality of this commercial is dramatized through endorser approach, which symbolic of the brand is transferred to consumers through thrilling appearance of Estafan.

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Miami Sound Machine	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL									5					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Miami Sound Machine" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** Su, one of the band members is bored. He sits at the table where couples of empty Pepsi bottles are laying on the table. He begins to tab on bottle.
2. **Visual:** Tang, a band member looks bored. He picks up a left over Pepsi bottle from the floor.
3. **Visual:** Tang blows the bottle edge to make music tune.
4. **Visual:** Su smiles and keeps tabbing a bottle.
5. **Visual:** Jeab, a band member sings a song and walks towards a refrigerator. He hit and makes noise from it.
Audio: Music: Go ahead and sing when you want to sing.
6. **Visual:** Jeab takes out Pepsi can and sings a song.
Audio: Music: Go ahead and think,
7. **Visual:** Kiang, a band member plays guitar.
Audio: Music: let your imagination flows with Pepsi.
8. **Visual:** Kiang, Tang, and Jeab walk to refrigerator to take out Pepsi cans.
9. **Visual:** Dee, a band member opens the can and Pepsi splashes into his face.
10. **Visual:** Tang joyously plays saxophone.
11. **Visual:** Su tabs on a wood stick while Jeab drinks Pepsi and sings a song with Dee.
Audio: Music: Free your mind and let your dream flies ...
12. **Visual:** Jean turns to sign with Tang, and Kiang. They all have Pepsi cans in their hands.
Audio: Music: With the taste of new generation
13. **Visual:** All band members stand in front of blue wall. / logo / super.
Audio: Music: Pepsi ... your Pepsi

10. **Title: Chaliang**

Year: 1987

Duration: 60 sec.

Concept: Music.

This television commercial endorses the popular band, Chaliang to signify that Pepsi is a beverage to overcome boredom. It dramatizes that Pepsi is a source of fun and amusement which young targets are looking for. This commercial aims to stimulate young targets to consider Pepsi as origin of cheerfulness that could make everyone happy and jubilant. This concept is enhanced with scene when the band members use Pepsi can and bottle to joyously

create a music tune which visually symbolizes that Pepsi generates pleasant moment. It suggests that even there is no extraordinary element, if only the consumers have Pepsi in their home, the definite enjoyment could possibly initiate.

The commercial also attempts to encourage consumers to develop an in-home consumption habit with scene of the band members in a house setting. It foresees that an in-home consumption would be another way to generate greater sales because having Pepsi at home, consumers would have greater opportunity to see the brand. And this familiarity will finally lead to brand preference and brand loyalty.

Target: Young consumers.

A presence of Chaliang band who widely gains popularity from young target during that period of time, supportively makes this commercial becomes a main attraction among young consumers. Humorous and easy-going characteristics of the band members enhanced young consumers to develop positive attitude towards the brand. Pepsi successfully employs music marketing to capture young consumers because these consumers are believe to be the largest groups who attractively emphasize on music activity.

Presenter: A popular band is endorsed to make this commercial appeal to young consumers. It also generates perception of Pepsi as a popular band among target consumers. This helps reinforcing Pepsi's image of being a beverage for new generations that always seek for trendy and fashionable lifestyles.

Location: As typical young consumers are likely to consume soft drink out-of-home, an in-home setting is designed to persuade this pacific consumers to develop new consumption habit. This location also harmonizes with characteristic of the endorsed band members who have relaxing and tranquil personality.

Logo: Pepsi's red, blue, and white rectangular shaped logo.

Super: " The taste for new generation " in Thai.

Language: No specific dialogue is presented because the playful music actively performed by Chaliang is emphasized.

Music: The music lyric encourages young consumers to be imaginative to do whatever they wish. It suggests young target to become the Pepsi's new generations who actively chase after their goal as well as seek opportunity to exercise their creativity.

“ Go ahead and sing when you want to sing. Go ahead and think, let your imagination flows with Pepsi.

Free your mind and let your dream flies ... with the taste of new generation ...

Pepsi your Pepsi.”

Brand reminding devices: Pepsi's identity blue logo is portrayed through outfits of the band members and some architectural elements of the house.

Brand personality: Animated personality is reflected through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the story line conveys Pepsi as a source to generate happiness and pleasant moment, young consumers are enhanced to perceive Pepsi as delighted and enlivening beverage.

Brand personality of this commercial is dramatized through endorser approach, which symbolic of the brand is transferred to consumers through out-going character and incredible appearance of Chaliang band.

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Chaliang	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+	+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5					5	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Chaliang" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Anchalee is waiting to record a song in a studio with her pet and Pepsi.
Audio: Music: Let your imagination flows with refreshment.
2. Visual: As she drinks Pepsi, her friends greet her.
Audio: Music: The refreshment which you are looking for.
3. Visual: Anchalee sings with choruses with a presence of Pepsi cans.
Audio: Music: Let spark your thought in our youthful styles.
4. Visual: Anchalee jumps out and actively sings
Audio: Music: Drink Pepsi for refreshment.
5. Visual: Producer gives thumb up to Anchalee with a presence of Pepsi can in front of him. He slowly increases volume degree.
Audio: Music: Drink Pepsi for the definite happiness.
6. Visual: Close up shot of a hand opens Pepsi can.
Audio: Music: Drink Pepsi to fulfill our new generation styles.
7. Visual: Anchalee pleasantly rests with her pet and drinks Pepsi.
8. Visual: Anchalee joyously sings with Pepsi in her hand.
Audio: Music: Pepsi ...
9. Visual: Anchalee pleasantly signs. / logo / super
Audio: Music: Your Pepsi.

11. **Title: Anchalee**

Year: 1987 **Duration:** 60 sec.

Concept: Music.

With an intention to attract new generation targets, Pepsi endorses Anchalee, one of the most famous stars in this television commercial. A concept that Pepsi is a source of motivation and inspiration for creative idea is dramatized through the scene when Anchalee begins to energetically performs right after she drinks Pepsi. This commercial encourages young people to be imaginative and productive to input a spectacular contribution to society with an inspiration

from Pepsi's sparking and refreshing taste. Scene when Anchalee drinks Pepsi and enthusiastically jumps to sing dramatizes that Pepsi is a beverage to efficiently boost up energy.

This commercial also signifies Pepsi as a supportive friend who sincerely encourages consumers to their success. Scene when the producer gives thumb up to Anchalee's powerful performance symbolizes Pepsi as a symbol of achievement. The particular scene also stimulates consumers to consider Pepsi as a beverage to celebrate their glorious accomplishment. The commercial evokes young consumers to perceive Pepsi as a fashionable item for the new generation.

Target: Young consumer.

In order to efficiently reinforce the "Taste of new generation" concept, this commercial employs celebrity endorsement of famous singer to capture youth with high interest in music. Since Pepsi could not seize adult target that is the largest loyal consumers from Coca-Cola, this commercial intentionally builds up its own loyal consumers with youth target. These young targets are forcefully motivated to continuously drink Pepsi even when they reach their adulthood.

Presenter: The well-known singer, Anchalee, is endorsed to signify Pepsi as a leader in soft drink category. Her appearance also encourages young consumers to see Pepsi as a proper product for their generation. When teen idol presenter is presence, young targets would gradually begin to perceive other soft drink as conservative brand.

Location: A recording studio setting is chosen to harmonize with the story line. The entire setting is designed with Pepsi's identity blue color to visually associate consumers to a brand.

Logo: Pepsi's red, blue, and white rectangular shaped logo.

Super: "The taste for new generation" in Thai.

Language: No specific dialogue is presented because the highlight is focused on music performed by Anchalee.

Music: The music is splendidly performed by Anchalee with a lyric to inspire consumers to explore their imagination as well as position Pepsi as a refreshing beverage for young target.

“ Let your imagination flows with refreshment. The refreshment which you are looking for.

Let spark your thought in our youth styles. Let spark your thought in our youthful styles.

Drink Pepsi for refreshment. Drink Pepsi for the definite happiness.

Drink Pepsi to fulfill our new generation styles. Pepsi ... your Pepsi.”

Brand reminding devices: Pepsi's identity blue logo is highlighted through outfits of Anchalee and color scheme of the location.

Brand personality: Encourage personality is reflected through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the supportive story line, consumers are motivated to consider Pepsi as a friend who actively provides encouragement and support.

Brand personality of this commercial is dramatized through executional elements approach such as choice of compelling music, and touching story line to convey that Pepsi is a trusted and reliable friend.

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Anchalee	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+	+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5					5	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Anchalee" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** Hands are working on computer where female structure appears with a super *Creating a dream woman.
Audio: Music intro
2. **Visual:** Close up shot of David Bowie with nerdy and serious professor look.
3. **Visual:** He begins to tear off parts of female body such as face and leg from photo copy papers and put them into a machine.
4. **Visual:** In a dark ambient, Bowie is dressed in a traditional outfit with Coca-Cola's red and white colors.
5. **Visual:** He drinks Pepsi and puts a bottle on a table but the bottle falls on a controlling keyboard.
6. **Visual:** A sparking effect happens with electric blue neon light shines out. The wind begins to heavily blow away Bowie clothes. He is then turns into a trendy and stylish man without glasses.
7. **Visual:** Tina Turner steps out from the experiment machine.
8. **Visual:** Bowie joyously greets her.
9. **Visual:** Both of them cheerfully run to a place where colorful neon light signages are fully decorated.
10. **Visual:** Tina and Bowie joyously dance.
11. **Visual:** Tina & Bowie run towards one another. Logo / super

12. **Title: David Bowie**

Year: 1987 **Duration:** 30 sec.

Concept: Music.

This television commercial employs two famous singers, Tina Turner and David Bowie to influence and dominate music marketing among youth target. However this commercial has a double meaning to convey that Pepsi is a beverage for young and modern consumers while its main competitor, Coca-Cola is an outdated. This concept is visually portrayed when David performs as a nerdy professor dresses in wardrobe of Coca-Cola's identity red and white colors. His action and dress dramatize Coca-Cola as an unprogressive and conservation beverage to be consumed by old generation. However as soon as he drinks Pepsi, an electric blue light which symbolizes Pepsi's identity color brightly shines and his dress suddenly changes into a

trendy and stylish design. With the positioning of being a taste for new generation, and provocative story line, young consumers are enhanced to develop an attitude that Coca-Cola is outdated. It also persuades Pepsi, consumers to perceive Pepsi as optimistic and jubilant persons. After the presenter drinks Pepsi and turns into a stylish person the commercial is designed with bright and colorful color scheme to help reinforcing the modernistic perception.

Target: Young consumers.

With the story line to convey that Pepsi is a beverage for modern and stylish people, this commercial is aimed to communicate to young target who usually want to be in trend, and classy. These young consumers are encouraged to think of Pepsi as a dazzling beverage specially designed for their generation.

Presenter: To attract youth targets who typically focus their lives on music activity, two of the world's famous singers David Bowie ,and Tina Turner are endorsed. Their appearances symbolize Pepsi as a popular beverage.

Location: The first part of the commercial is designed as a serious laboratory to demonstrate that Coca-Cola is a nerdy and old-fashion beverage. Later when Pepsi is consumed, the entire set is changed into an active and energetic setting to dramatized Pepsi as a modernistic and stylish beverage.

Logo: Pepsi's red, blue, and white rectangular shaped logo.

Super: None

Language: No specific dialogue is presented because the highlight is music performed by David Bowie and Tina Turner.

Music: Powerful music performed by both famous singers is intentionally designed to harmonize with the spectacular story line. At the beginning part, the music is designed in a slow tune to coordinate with the visual which present David as a nerdy scientist. And when he turns

into a modernistic person, the music tune is changed to an energetic tune to reinforce Pepsi's young and active characteristic.

Brand reminding devices: The commercial is designed with Pepsi's electric blue color scheme.

Brand personality: Modernistic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the story line attempts to convey that Coca-Cola is a conservative beverage, consumers are enhanced to perceive Pepsi as a stylish beverage for young and energetic consumers. The targets are motivated to choose Pepsi to express their contemporary image.

Brand personality of this commercial is signified through executional elements of choice of music, visual direction, and story line to make this commercial becomes a main attraction among young target.

David Bowie Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL									5					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "David Bowie" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** A young man rapidly rides his motorcycle on a distant countryside road towards a bright blue sky.
Audio: Music intro
2. **Visual:** He speeds up.
3. **Visual:** A reflection of blue sky on the front of motorcycle.
4. **Visual:** A reflection of surrounding scenario and old gas station with Pepsi logo and Pepsi vending machine on his helmet.
5. **Visual:** He turns to look at rear mirror where reflections of old gas station and Pepsi vending machine appear.
6. **Visual:** A motorcycle passes the gas station and the man turns to look at it.
7. **Visual:** A young man slows down his motorcycle.
8. **Visual:** A young man turns his motorcycle back to gas station where the reflection of Pepsi vending machine appears on the front of his motorcycle.
9. **Visual:** He parks his motorcycle and walks towards the vending machine to get Pepsi.
Audio: MVO: Everywhere we travel.
10. **Visual:** He opens Pepsi can and drinks it as his motorcycle. / logo / super
Audio: MVO: The only thing you should never missed. Pepsi taste of new generation.

13. **Title:** Motorcycle

Year: 1987

Duration: 30 sec.

Concept: Teenager's lifestyles.

This television commercial attempt to demonstrate that Pepsi is the only beverage preferred by the new generation. Scene of a young man rapidly rides his motorcycle on a road where bright blue sky lies ahead symbolizes as incident to stimulate new generation to move forwards into a glorious future. As Pepsi's identity color is blue, a presence of the blue sky symbolizes Pepsi as a factor to connect as well as bring young generation and future closer.

As the young man moves faster, he does not hesitate to stop for anything he passes by. However as soon as he sees Pepsi vending machine, he slows downs and finally stops to drink

Pepsi. These scenes help reinforcing the concept that Pepsi is what young consumers are looking for. It dramatizes that when no other factor could possibly delay these young consumers from their objective to rush for their goal, Pepsi is an exception because its taste is too superior to be ignored. It encourages consumers to perceive Pepsi as a powerful source to charge their energy, which would incredibly support them throughout all situations. In addition, when the commercial presents Pepsi vending machine in a remote location, it signifies Pepsi magnificent contribution which is available everywhere. Consumers are assured that they will be able to experience Pepsi's refreshment taste even in a distant location.

Target: Young consumer.

As the commercial is trying to emphasize on symbolic of Pepsi and young generation, young target is absolute a primary target of this commercial. Young consumers are motivated to think of Pepsi as a symbol of encouragement to direct them to a futuristic world. A scene demonstrating Pepsi's availability even in a remote location significantly positions Pepsi as a supportive friend to always stay behind consumers throughout good and bad time.

Presenter: As the main emphasis of this commercial is to position Pepsi as a bridge to connect young consumers and futuristic world closer, no extraordinary presenter is highlighted to interfere with the main objective. As a result, only a young man in dark color clothes under helmet is presented to harmonize with the primary target group.

Location: A distant rural road is selected to signify that Pepsi is available everywhere even in an isolated location. The location is designed with a futuristic setting to reinforce the significant concept.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: The dialogue emphasizes on the concept to stimulate youth targets to always include Pepsi in their journey.

Music: A dynamic music score is presented to captivate interest of young target as well as harmonize with the energetic story line.

Brand reminding devices: Pepsi vending machine is significantly featured as main element of this commercial.

Brand personality: Encourage personality is dramatized through the relationship basis model, which emphasizes on people's relationship with a brand. This model stimulates the relationship between the brand-as-person and the consumers. With the supportive story line, young consumers are enhanced to consider the brand as friend who sincerely provides encouragement.

Brand personality of this commercial is signified through executional elements such as choice of music, visual direction, and story line to convey consumers that Pepsi is a trusted and reliable friend.

Motorcycle	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3								+						+		+
Judge # 4												+	+			+
Judge # 5								+					+			+
TOTAL								4				1	2	3		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Motorcycle" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Michael Jackson turns his back to a camera on the stage.
Audio: Music intro
2. Visual: Michael Jackson takes off his hat and begins to sing.
3. Visual: Michael Jackson energetically dances and sings.
4. Visual: Countless audiences with handful of Pepsi paper cups cheer the concert.
5. Visual: Michael Jackson powerfully sings and dances.
6. Visual: Michael Jackson powerfully sings and dances.
7. Visual: Countless audiences with handful of Pepsi paper cups cheer the concert
8. Visual: Michael Jackson powerfully sings and dances.
9. Visual: Michael Jackson performs his well-known dance step, moon walker.
10. Visual: Teen audiences actively cheer.
11. Visual: Michael Jackson energetically dances and sings.
12. Visual: Michael Jackson takes off his jacket and throws his hat.
13. Visual: The audiences raise their Pepsi cups.
14. Visual: A little girl joyously dances with numerous audiences with Pepsi cups on the background.
15. Visual: Close up at Michael Jackson face.
16. Visual: Michael Jackson picks up his cap from the floor and puts it back on his head.
17. Visual: Michael Jackson throws his hat. / logo / super

14. **Title : Michael Bad**

Year: 1987

Duration: 60 sec.

Concept: Music.

This television commercial endorses world's most famous pop star, Michael Jackson to reinforce Pepsi's positioning as being a taste of new generation. A presence of Jackson who is considered as the number one teen idol helps signifying a perception that Pepsi is a truly beverage for young consumers who see themselves as independent, energetic, and modernistic person. This commercial symbolizes that Pepsi's popularity among young target is

equivalent to Jackson. It attempts to use an endorsement of Jackson to dramatize that when the world's number one superstar considers Pepsi as his prestigious choice, consumers are assured that Pepsi is an absolute premium product. With Jackson's reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category as well. It connotes that Pepsi is what young and modern consumers should consider as their choice.

Target: Young consumers.

As this commercial endorses Jackson and emphasizes on the music activity which are among the most appealing topic among youth target, young consumers are considered as primary target. They are stimulated to associate Jackson's popularity with Pepsi's image. These young targets are emphasized to consist with the positioning of being a taste for new generation. This commercial also puts great effort to extend the target group into children segmentation. This new target is highlighted in a scene where little girl is spotted joyously dancing among the concert audiences. Pepsi sees an opportunity to penetrate into a younger group to stimulate brand preference and loyalty before its competitors would possibly do.

Presenter: The world's favorite Michael Jackson is endorsed in this commercial to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. His appearance efficiently motivates youth targets to associate Pepsi with the position of the leader in the soft drink category.

Location: To accompany the story line of Jackson delivering his powerful performance to countless audiences, location of grandiose concert hall is elaborately organized. At this specific location, everything is designed with dark lighting and color scheme to focus main emphasis on the superstar.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Taste of new generation " in Thai / Michael Jackson with the world of "new generation" in Thai.

Language: No specific dialogue is present because the major emphasis is on the compelling music performed by Jackson.

Music: Jackson's popular song, Bad is featured to create the ultimate appealing among young target. In order to attract youth, the music is designed with dynamic tune and vibrant speed.

Brand reminding devices: Every audience holds Pepsi paper cup and several are dressed in Pepsi's identity blue color scheme.

Brand personality: Popular personality is emphasized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the story line attempts to symbolize that Pepsi is as popular as Jackson is, young consumers are encouraged to perceive Pepsi as a beverage to position themselves with popular image.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumers through popular and powerful performance of Jackson.

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Michael Bad	Creative Execution Styles												Appeal		Strategy source	
Advertising Expert	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+				+			+
TOTAL									5				1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Michael Bad " commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A young boy walks towards Michael Jackson's dressing room where Pepsi vending machine is presence.
2. Visual: A boy stops in front of Jackson's room and knocks on the door.
3. Visual: He enters the room and amazingly looks around.
4. Visual: He puts Pepsi can on the powder table and puts on Jackson's sunglasses.
5. Visual: A young boy tries Jackson's jacket and looks at himself in front of the mirror.
6. Visual: He dances Jackson's famous dance step, the moon walker.
7. Visual: As soon as the young boy puts on a hat, he becomes Michael Jackson.
8. Visual: Michael performs on stage.
Audio: Music intro
9. Visual: Michael takes off his hat and dances around.
10. Visual: A young boy dances in front of a mirror.
11. Visual: Michael performs on stage.
12. Visual: Close up shot of an African American girl joyously dances.
13. Visual: Michael dances and throws his hat into the air.
14. Visual: The hat falls into a dressing room floor.
15. Visual: A boy picks up a hat and looks up at the door.
16. Visual: Michael smilingly stands in front of the door.
17. Visual: A boy shyly smiles and laughs. / logo / super

15. **Title : Michael Back Stage**

Year: 1987

Duration: 60 sec.

Concept: Music.

This television commercial endorses world's most famous pop star, Michael Jackson to reinforce Pepsi's positioning as being a taste of new generation. A presence of Jackson who is considered as the number one teen idol helps signifying a perception that Pepsi is a truly beverage for young consumers who see themselves as independent, energetic, and modernistic person. This commercial symbolizes that Pepsi's popularity among young target is

equivalent to Jackson. It attempts to use an endorsement of Jackson to dramatize that when the world's number one superstar considers Pepsi as his prestigious choice, consumers are assured that Pepsi is an absolute premium product. With Jackson's reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category as well. It connotes that Pepsi is what young and modern consumers should consider as their choice. It attempts to significantly claim that Pepsi is the best Cola soft drink being widely accepted by consumer worldwide. The commercial employs scenes of Jackson joyously laughs with young boy to convey that Pepsi has good relationship with small children. It signifies that Pepsi loves and concerns about youth's future.

Target: Young consumers.

As this commercial endorses Jackson and emphasizes on the music activity which are among the most appealing topic among youth target, young consumers are considered as primary target. They are stimulated to associate Jackson's popularity with Pepsi's image. These young targets are emphasized to consist with the positioning of being a taste for new generation. This commercial also puts great effort to extend the target group into children segmentation. This new target is highlighted in a scene where little girl is spotted joyously dancing among the concert audiences. Pepsi sees an opportunity to penetrate into a younger group to stimulate brand preference and loyalty before its competitors would possibly do.

Presenter: The world's favorite Michael Jackson is endorsed in this commercial to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. His appearance efficiently motivates youth targets to associate Pepsi with the position of the leader in the soft drink category. Small children are portrayed in this commercial to generate the attitude that Pepsi is a beverage for consumers of all ages and races.

Location: To accompany the story line of Jackson delivering his powerful performance to countless audiences, location of grandiose concert hall is elaborately organized. At this specific location, everything is designed with dark lighting and color scheme to focus main emphasis on the superstar. A space is also set as Jackson's personalized dressing room where positive relationship between Pepsi and young children is signified.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Taste of new generation " in Thai.

Language: No specific dialogue is presence because the major emphasis is on the compelling music performed by Jackson.

Music: Jackson's popular song, Bad is featured to create the ultimate appealing among young target. In order to attract youth, the music is designed with dynamic tune and vibrant speed.

Brand reminding devices: Every audience holds Pepsi paper cup and several are dressed in Pepsi's identity blue color scheme.

Brand personality: With the sentimental story line which signifies Pepsi as being a popular beverage that concerns about young children, the caring personality is emphasized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the supportive story line, consumers are to consider the brand as someone who provides support and encouragement.

Brand personality of this commercial is emphasized through endorser approach to convey that Pepsi is a treasure of reliable friendship.

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Michael Back Stage	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5									+					+		+
TOTAL								1	4					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Michael Back Stage" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** A young man sitting in his bedroom near a window chats with his girlfriend on telephone.
Audio: Man: "I am studying." Woman: "Who are you studying with?"
2. **Visual:** A young man picks up a piece of fried chicken.
Audio: Man: "With Chicken. (Kai)" Woman: "Which Kai? (Chicken)"
3. **Visual:** A young man eats fried chicken while his girlfriend loudly complains.
Audio: Man: "Just Kai!" Woman: "What ?!"
4. **Visual:** A young man brings telephone away from his ear. / logo / super

16. **Title : Fast Food 1**

Year: 1988

Duration: 15 sec.

Concept: Food.

This television commercial aims to induce new consumption habit to young consumer. It attempts to promote consumers to eat one of the popular fast food among youth, hamburger with Pepsi. The consumers are enhanced with an idea that drinking Pepsi with their favorite fast food would generate the ultimate pleasant taste and experience. The commercial seeks to achieve its objective among young targets by signifying that consuming Pepsi with fast food is appetizing and trendy habit for stylish consumers. This concept will help generating greater sales because the commercial motivates youths to consider drinking Pepsi every time they order fast food. In addition to the typical out-of-home consumption habit, scene of presenter joyously consumes fast food and Pepsi and fast food at home encourages young consumer to develop new in-home consumption habit.

Target: Young consumers.

As this commercial is trying to promote Pepsi and fast food which is the favorite food among youth target, this commercial primarily emphasizes on young consumers who have the highest potential to become the regular consumers. The humorous story line of young presenter studying and chatting with girlfriend on telephone reassured that the collage student is the definite specific target of this animated commercial.

Presenter: An optimistic young male is chosen to capture the youth target as the objective of this commercial is emphasized on this segment.

Location: A setting of youth's bedroom is elaborately designed to harmonize with the concept to induce in-home consumption habit among young consumers.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English. / logo of Kentucky Fried Chicken.

Super: "Taste of new generation" in Thai.

Language: An animated dialogue is designed to attract young consumers who find humorous story line successfully stimulates their interest.

Music: As the humorous dialogue is the main emphasis, no specific music is designed for this commercial.

Brand reminding devices: Neon light signage outside the presenter's room is designed with bright Pepsi's identity blue and red colors.

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the humorous story line attempts to symbolize that Pepsi is an enlivening beverage, young targets are enhanced to perceive Pepsi as a beverage for animated people.

Brand personality of this commercial is emphasized through executional elements such as story line and dialogue to convey that Pepsi is a delighted brand for young energetic consumers.

Fast Food 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2		+											+		+	
Judge # 3		+											+		+	
Judge # 4	+												+		+	
Judge # 5		+												+	+	
TOTAL	1	3	1										3	2	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Fast Food 1" commercial employs humor creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** An optimistic guy is sitting in Hoburger fast-food restaurant with tray of burger and French-fried in front of him. He is holding a bottle of ketchup.
Audio: Music intro
2. **Visual:** A guy plays with his burger.
3. **Visual:** He turns to greet his friend who walks pass by.
4. **Visual:** Hands take away his food tray.
5. **Visual:** He grabs French Fried and trades away his ketchup.
6. **Visual:** He puts fry on table and picks up bottle of Pepsi. / logo / super

17. **Title : Fast Food 2**

Year: 1988

Duration: 15 sec.

Concept: Food.

This television commercial aims to induce new consumption habit to young consumer. It attempts to promote consumers to eat one of the popular fast food among youth, Hoburger with Pepsi. The consumers are enhanced with an idea that drinking Pepsi with their favorite fast food would generate the ultimate pleasant taste and experience. The commercial seek to achieve its objective among young targets by signifying that consuming Pepsi with fast food is appetizing and trendy habit for stylish consumers. This concept will help generating greater sales because the commercial motivates youths to consider drinking Pepsi every time they order fast food. In addition to the typical out-of-home consumption habit, scene of presenter joyously consumes fast food and Pepsi and fast food at home encourages young consumer to develop new in-home consumption habit.

Target: Young consumers.

As this commercial is trying to promote Pepsi and fast food which is the favorite food among youth target, this commercial primarily emphasizes on young consumers who have the highest potential to become the regular consumers. The animated story line and humorous performance of the main character signifies that young consumer is the specific target of this commercial.

Presenter: An optimistic young male is chosen to capture the youth target as the objective of this commercial is emphasized on this segment.

Location: A setting of Ho Burger fast food supportively reinforces the concept to consume Pepsi with fast food. It encourages young consumers to order Pepsi every time they visit the fast food restaurant.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English. / logo of Ho Burger.

Super: "Taste of new generation" in Thai.

Language: An animated dialogue is designed to attract to young consumers who find humorous story line successfully stimulates their interest.

Music: As the humorous dialogue is the main emphasis, no specific music is designed for this commercial.

Brand reminding devices: Pepsi's identity blue color is reflected throughout all presenters' outfits.

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the humorous story line attempts to symbolize that Pepsi is an enlivening beverage, young targets are enhanced to perceive Pepsi as a beverage for animated people.

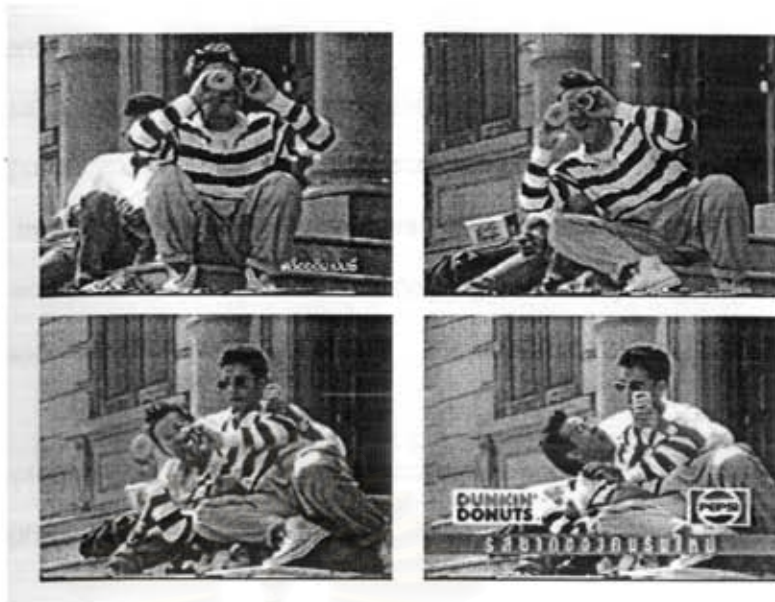
Brand personality of this commercial is emphasized through executional elements such as story line and dialogue to convey that Pepsi is a delighted brand for young energetic consumers.

Fast Food 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1			+											+	+	
Judge # 2		+											+		+	
Judge # 3		+											+		+	
Judge # 4	+												+		+	
Judge # 5		+												+	+	
TOTAL	1	3	1										3	2	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Fast Food 2" commercial employs humor creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Two optimistic young men sit on street side. One guy uses donuts to tease women.
Audio: Music intro
2. Visual: Another guy looks up from a book with donut and Pepsi can in his hand.
3. Visual: The first guy waves and continuously teases women.
4. Visual: His friend sways his head. / logo / super

18. Title : Fast Food 3

Year: 1988

Duration: 15 sec.

Concept: Food.

This television commercial aims to induce new consumption habit to young consumer. It attempts to promote consumers to eat one of the popular fast food among youth, Dunkin Donut with Pepsi. The consumers are enhanced with an idea that drinking Pepsi with their favorite fast food would generate the ultimate pleasant taste and experience. The commercial seek to achieve its objective among young targets by signifying that consuming Pepsi with fast food is appetizing and trendy habit for stylish consumers. This concept will help generating greater sales because the commercial motivates youths to consider drinking Pepsi every time they order fast food. In addition to the typical out-of-home consumption habit, scene of presenter joyously consumes fast food and Pepsi and fast food at home encourages young consumer to develop new in-home consumption habit.

Target: Young consumers.

As this commercial is trying to promote Pepsi and fast food, which is the favorite food among youth target, this commercial primarily emphasizes on young consumers who have the highest potential to become the regular consumers. The animated story line of young presenters teasing a woman and play with food definitely signifies that young consumer is the specific target of this animated commercial.

Presenter: Two optimistic young men chosen to capture the youth target as the objective of this commercial is emphasized on this segment.

Location: An out door setting which is assumed as some place in collage is designed to harmonize with the youth target.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English. / logo of Dunkin Donut.

Super: " Taste of new generation " in Thai.

Language: As the commercial emphasizes on the presenters' humorous performance, no specific dialogue is presence.

Music: The enlivening music score is designed to accompany the animated story line and youth target.

Brand reminding devices: Pepsi's identity blue and white colors are reflected throughout all presenters' outfits.

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the humorous story line attempts to symbolize that Pepsi is an enlivening beverage, young targets are enhanced to perceive Pepsi as a beverage for animated people.

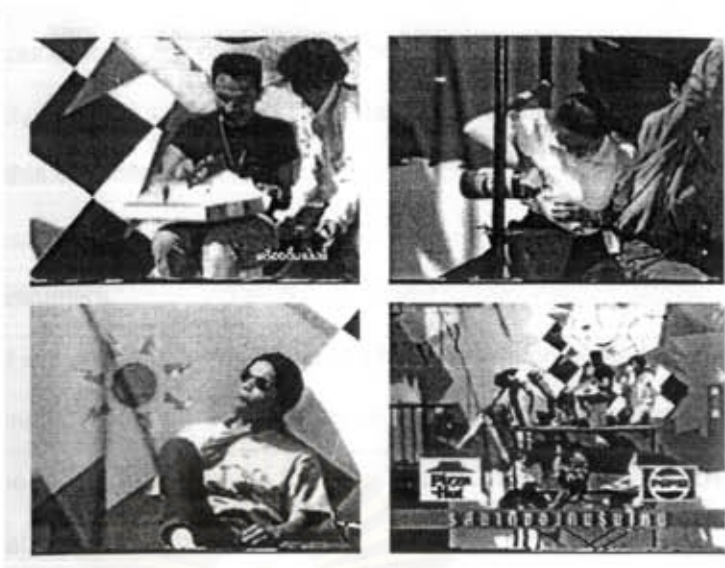
Brand personality of this commercial is emphasized through executional elements such as story line and dialogue to convey that Pepsi is a delighted brand for young energetic consumers.

Fast Food 3	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2		+											+		+	
Judge # 3		+											+		+	
Judge # 4	+												+		+	
Judge # 5		+											+		+	
TOTAL	1	3	1										4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Fast Food 3" commercial employs humor creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: scenes of young people are painting a wall at a collage.
Audio: Music intro
2. Visual: A young man picks up Pizza Hut box while his female friend turns to look at him.
3. Visual: A young woman pours Pepsi Liter in glass.
4. Visual: A man sits against the wall to joyously eat pizza.
5. Visual: All presenters pleasantly drink Pepsi and eat pizza on a painting stand. / logo / super

19. Title : Fast Food 4

Year: 1988

Duration: 15 sec.

Concept: Food.

This television commercial aims to induce new consumption habit to young consumer. It attempts to promote consumers to eat one of the popular fast food among youth, Pizza Hut with Pepsi. The consumers are enhanced with an idea that drinking Pepsi with their favorite fast food would generate the ultimate pleasant taste and experience. The commercial seek to achieve its objective among young targets by signifying that consuming Pepsi with fast food is appetizing and trendy habit for stylish consumers. This concept will help generating greater sales because the commercial motivates youths to consider drinking Pepsi every time they order fast food. In addition to the typical out-of-home consumption habit, scene of presenter joyously consumes fast food and Pepsi and fast food at home encourages young consumer to develop new in-home consumption habit.

The story line encourages young consumers to be courteous and cooperative with others for public service activity. It introduces Pepsi Liter to target consumers as there is only one size of Pepsi is featured in this commercial.

Target: Young consumers.

As this commercial is trying to promote Pepsi and fast food which is the favorite food among youth target, this commercial primarily emphasizes on young consumers who have the highest potential to become the regular consumers. The story line involves activity of collage students to make the commercial appeals to young target.

Presenter: Group of young men and women are chosen to represent the collage students targets. Their spontaneous appearances help reinforcing the concept to encourage target consumers to be productive and contributive.

Location: A setting of collage is elaborately designed to harmonize with the young target group.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English. / logo of Pizza Hut in English.

Super: " Taste of new generation " in Thai.

Language: As the commercial emphasizes on the relaxing atmosphere, no specific dialogue is presence.

Music: The enlivening music score is designed to accompany the inspired concept.

Brand reminding devices: Pepsi's identity blue and white colors are reflected throughout all presenters' outfits.

Brand personality: Contributive personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. A moving story line helps reinforcing a perception towards Pepsi as a brand for cooperative people who concern about their society.

Brand personality of this commercial is emphasized through executional elements, which the story line and music choice supportively conveys that Pepsi is contributive.

Fast Food 4 Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1			+											+	+	
Judge # 2								+						+		+
Judge # 3								+					+		+	
Judge # 4	+												+		+	
Judge # 5								+					+		+	
TOTAL	1		1					3					3	2	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Fast Food 4" commercial employs slice-of-life creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A hot sun on the sky.
2. Visual: People are resting on a heat beach.
3. Visual: Pepsi booth begins to operate.
4. Visual: People start looking at the Pepsi booth and a man begins to walk forward the booth.
5. Visual: A man at Pepsi booth begins to prepare Pepsi.
6. Visual: A man tiptoes towards Pepsi booth with a terrible exclamation.
7. Visual: Hand picks up Pepsi from the cooler.
8. Visual: As a man tiptoes, greater people follow him.
9. Visual: An old lady and man start to tiptoe and cry out because of the hot sand.
10. Visual: Pepsi glass is filled with ice.
11. Visual: Greater people and even a dog start tiptoeing towards Pepsi booth.
12. Visual: People arrive at Pepsi booth and rush for glasses of Pepsi.
13. Visual: People with refreshing expression after drinking Pepsi.
14. Visual: Top view of Pepsi booth surrounded by countless people / logo / super.

20. Title : Hot Feet

Year: 1988 **Duration:** 30 sec.

Concept: Refreshment.

This television commercial attempts to position Pepsi as an efficiently beverage to overcome high temperature and torridness. This concept is dramatized with the compelling story line which people who are resting under the hot sun on a beach have to rush to Pepsi booth for ice cold glass of Pepsi. The commercial intelligently use scenes of people horribly cry out and urgently tiptoe as soon as they step on a burning sand to represent the steaming heat. The scene when people take risk to run through the heated beach to Pepsi booth signifies that

people are assured of Pepsi's capability to relieve them from dehydration. This commercial evokes consumers' consciousness of the terrible outcome if they do not drink Pepsi.

The commercial also signifies that Pepsi is everyone's favorite through a portrayal of diverse presenters ranking from young children to elderly pleasantly drink Pepsi. It suggests all consumers to choose Pepsi as their choice for a holiday occasion at special places such as beach.

Target: General consumers.

As one of the objectives is to denote that Pepsi is a satisfied beverage for various people, mass target is primarily aimed. They are enhanced to perceive Pepsi as a brand to efficiently provide them the pleasant refreshment.

Presenter: To harmonize with the concept that denotes Pepsi as everyone's favorite, different kinds of presenter such as young girl, teenager boy, middle aged man, and elderly are exclusively portrayed.

Location: A sunny beach is the appropriated location to signify Pepsi's incredible ability to overcome steamy heat. The burning sand is the significant element to represent terribly heat.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on exclamation sound.

Music: A compelling classic music score is elaborately chosen with the faster speed tune when the commercial presents greater number of presenters get up and rush to Pepsi booth. The music score efficiently stimulate attention as well as splendidly harmonize with the arousing story line.

Brand reminding devices: None

Brand personality: Refreshing personality is evoked through the functional benefit representation which the brand personality serves as a vehicle to represent and cue functional benefits and product attributes effectively. With refreshing personality, the commercial positions Pepsi as exhilarated beverage for enlivening people.

Brand personality of this commercial is emphasized through executional elements such as thrilling story line and dynamic choice of music to convey that Pepsi is a truly refreshing drink for energetic consumers.

Hot Feet	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2														+		+
Judge # 3		+												+		+
Judge # 4													+			+
Judge # 5		+												+		+
TOTAL		2											1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Hot Feet" commercial employs Problem & Solution creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Young woman in a white and blue stripe dress is exercising on a beach.
Audio: Woman : 197...290...300
2. Visual: A young man turns to look at the woman.
Audio: Music intro
3. Visual: Another young muscular man looks and smiles.
4. Visual: The scene show that instead of holding dumbbells, the woman uses Pepsi Cool Hand bottle to exercise.
5. Visual: Close up at the woman's tired face.
6. Visual: As the woman counts to 300, she puts Pepsi Cool Hand down.
7. Visual: A muscular man uses his one hand to turn the cap and drinks Pepsi Cool Hand.
8. Visual: A good figure woman is exercising with Pepsi Cool Hand / logo/ super
Audio: MVO : New Pepsi Cool Hand...another size to challenge you to try Pepsi taste of new generation.

21. Title : Cool Hand

Year: 1988

Duration: 15 sec.

Concept: New product.

This television commercial intentionally aimed to introduce new product, the Pepsi Cool Hand, which is a compact size bottle to meet adventurous lifestyles of the young target. Scenes of energetic people take vacation on a beach are designed to convey that Pepsi is a product for young generations who are looking for trendy, fun, and outgoing activities. The introduction of new size product suggests that Pepsi is a brand who concerns to design new fashionable product to keep youth target in trend.

In addition to the objective to announce new product launch, this commercial also demonstrates Pepsi Cool Hand's convenience attribute to be brought along the trip or to distant

places such as Island, and out door activities. A scene when a man uses his hand to turn the bottle cap suggests the new product is practical and could be comfortably opened.

This commercial employs good physical presenters and exercising activity to shift consumer' negative attitude towards product's sweetness. It attempts to generate new perception that soft drink is not a waste product or a source of fat. Scenes of presenter using Pepsi Cool Hand bottle as a dumbbell is dramatized to reinforce the health conscious concept.

Target: Young consumers.

With portrayal of adventurous activities and out going lifestyles, this commercial primarily designed to correspond with young consumers' interest. The healthy product concept is intentionally designed to satisfy youth's concern as well.

Presenter: Young and trim presenters are exclusively chosen to harmonize with the healthy concept and active story line. Their firm physicals and enthusiastic attitudes are what most young targets desire to be.

Location: An Island location is featured to consist with the objective to promote new product that is convenient to bring along a trip to remote location. The adventurous location is designed to parallel with active lifestyles of young target group.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Taste of new generation " in Thai.

Language: No specific dialogue is presence because the major emphasis is on the vivacious activity.

Brand reminding devices: Pepsi's identity blue and white colors are featured through outfits of presenters.

Brand personality: Adventurous personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the active and vivacious story line attempts to promote young target to try new introduced product with vivid outdoor activity, consumers are motivated to perceive Pepsi as an adventurous beverage for lively people.

Brand personality of this commercial are emphasized through executional elements such as arousing story line and exciting choice of music to enhance that Pepsi is an energetic beverage for out going young consumers.

Cool Hand Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rationa	Emotional	Local	Global
Judge # 1												+	+		+	
Judge # 2												+	+		+	
Judge # 3		+											+		+	
Judge # 4												+	+		+	
Judge # 5		+											+		+	
TOTAL		2										3	5		5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Cool Hand" commercial employs Problem & Solution creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: At a remote field, two boys are talking to each other.
Audio: Music intro
2. Visual: A boy turns to talk to his friend.
Audio: Boy 1 : "Will P'Pui come?"
Boy 2 : "I am positive."
3. Visual: They are walking on a field.
Audio: Boy 1 : "I suppose that she might already forget us."
Boy 2 : "Trust me, she won't."
4. Visual: Lots of children gather to wait for Pomtip's arrival.
5. Visual: A car pulls in, people are excited.
6. Visual: A boy hands over a Pepsi can to his friend.
Audio: Boy 2 : "Hurry up!"
7. Visual: Pomtip gets out from a car and cheerfully waves to all children.
8. Visual: Both boys smilingly wave to Pomtip who is accepting flower from a little girl.
9. Visual: A boy admirably looks at Pomtip who is accepting flower from little girl.
10. Visual: Pomtip gives away her signature to children.
Audio: MVO : Pomtip...an idol for new generation.
11. Visual: A boy walks towards Pomtip with Pepsi can. Pomtip leans to accept Pepsi from him.
Audio: Boy 1 : "P'Pui."
Pomtip : "Thank you, it is lovely."
12. Visual: A boy turns to look at his friend who cheerfully drinks Pepsi.
13. Visual: Pomtip smiles to a boy. / logo / super
Audio: Pepsi taste of new generation.

22. Title : Miss Universe

Year: 1989

Duration: 60 sec.

Concept: Corporate.

The goal of this television commercial is to generate positive attitude and perception of consumers towards Pepsi through an endorsement of Pomtip, Thailand's second Miss Universe who remarkably has a grandiose and heroic personalities. She also has tremendous influence

among children and young people. In this commercial consumers are able to see for themselves how truly responsive, gracious, and considerate Pepsi is. Employing sentimental story line and music score, potential young consumers are stimulated to position Pepsi as compassionate guidance angel who supportively concerns of children whom will significantly become a glorious future of the nation. As becoming a brand with reliable and inspired image, consumers are motivated to gradually develop brand preference towards Pepsi.

The general consumers are likely to look at Pepsi as mentor while young potential consumers would consider Pepsi as a beverage to associate themselves with their ideal image.

Target: General.

This commercial serves not only a medium to bring young consumers closer to the brand but also develops relation with general adult target. While the young target would perceive Pepsi as their role model and mentor, general consumers are motivated to position Pepsi as reliable friend to take care their beloved family members. It intentionally aimed to establish new loyal consumer among young prospect as well as to maintain brand preference in regular adult target.

Presenter: The nation's most popular public figure, Porntip who gloriously crowned as Thailand's second Miss Universe is significantly endorsed to stimulate the highest attention from potential consumers. Her appearance helps establishing positive relationship in both young and general adult consumers. While the portrayal of children in this commercial reinforces the perception of Pepsi as a caring brand.

Location: The sentimental indoor location is designed to create a look and feel that is consistent with the concept of being an ideally hero who always concerns of young children even at a distant location. It symbolizes that Pepsi equally concerns and relevant to all consumers despite of their social economic status. In addition, the commercial also dramatizes Pepsi nationwide contribution through an employment of remote location. The welcome atmosphere of the selected location enhances friendliness and cordiality personalities of Pepsi.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: “ Taste of new generation ” in Thai.

Language: A touching dialogue of Porn-tip and children is elaborately organized to deliver the warm and considerate concept of sentimental commercial.

Music: In order to successfully position Pepsi as a caring brand as well as to harmonize with the significant concept, a sentimental music score helps stimulating emotional reaction among consumers. The music tune is magnificently designed with grandiose ambient to signify Porn-tip's distinguished public acceptance.

Brand reminding devices: Pepsi's identity blue color is gloriously highlighted through Porn-tip's dress and countless balloons presented in the commercial.

Brand personality: Caring personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the touching story line, both young and adult consumers are motivated to consider the brand as a mentor who supportively encourages them.

Brand personality of this commercial is generated through endorser approach, which conveys consumers that Pepsi is a cordial beverage.

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Miss Universe	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+					+	+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Miss Universe" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: The waitress presents food tray with Pepsi to two boys in adult outfits.
Audio: Boy 1 : "Is it good?"
2. Visual: The boy replies back with a presence of Pepsi glass.
Audio: Boy 2 : "Yes, a hamburger is fine. I really like it."
3. Visual: The other boy eats French Fried and replics.
Audio: Boy 1 : "But I think French Fried is the best."
4. Visual: The first boy asks.
Audio: Boy 1 : "How is Pepsi?"
5. Visual: A boy raises thumb up.
Audio: Boy 2 : "It is excellent."
Boy 1 : I certainly agree."
6. Visual: Both boys raise thumb up to the waitress. / logo / super
Audio: Boy 2 : "Absolutely, I have no rejection, Pepsi is great."

23. Title : Thumbs Up

Year: 1989

Duration: 30 sec.

Concept: Product usage.

This television commercial conveys Pepsi as everyone's favorite beverage which is the best bar none and incomparable. The commercial employs numerous story line by having young boys behave as adult to generate appealing attitude among potential target. Portrayal scene of presenters drink Pepsi with their meals is aimed to suggest target consumers to consume Pepsi with food for a pleasant appetizing experience. It dramatizes that Pepsi is suitable for all type of food. As the presenters put their thumbs up to Pepsi, it symbolizes the ultimate satisfaction people would get from Pepsi.

Target: General consumers.

Although children presenters are main emphasis, the message is aimed to communicate to general consumer. It is because general consumers are likely to attract to this particular commercial through animated story line and performance of young children impersonating behavior of grown up adult.

Presenter: The young boys are exclusively presented to consist with the concept to generate adorable attitude among general consumers through their adult impersonation.

Location: A restaurant setting is designed to harmonize with the story line and the concept to promote a consumption behavior to consume Pepsi with meal.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Taste of new generation " in Thai.

Language: The conversation of all presenters in this commercial is the main emphasis of the entire commercial. It significantly positions Pepsi as a satisfied beverage.

Music: No specific music score is included because the main concentration is the suggestive conversation of the presenters.

Brand reminding devices: Glasses with Pepsi logo.

Brand personality: Satisfied personality of Pepsi is established through the functional benefit representation which the brand personality serves as a vehicle to represent and cue functional benefits and product attributes effectively. With the satisfied personality, it suggests Pepsi is a good quality and enjoyable product.

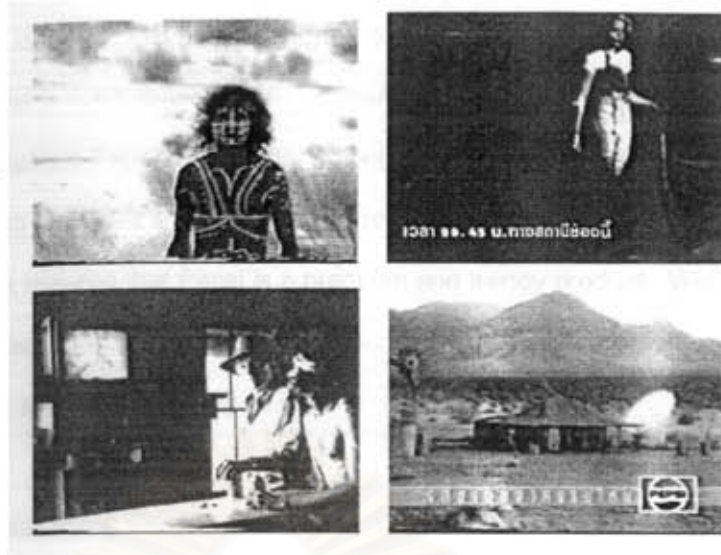
Brand personality of this commercial are emphasized through executional elements such as animated story line to enhance that Pepsi is a satisfied product.

Thumps Up	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4								+					+			+
Judge # 5		+												+		+
TOTAL		3						2					1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Thumps Up" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: An aborigine tribe man is walking in the remote desert.
Audio: MVO : Wherever you are on the planet earth.
2. Visual: Scene of concert back stage preparation where Madonna is putting on her make up.
Audio: MVO : On this coming March 2.
3. Visual: An aborigine man still walks.
Audio: MVO : You are about to meet Pepsi and Madonna.
4. Visual: Cut back and forth between scenes of concert preparation, Madonna, and an aborigine man.
Audio: MVO : In a new generation style.
5. Visual: An aborigine man walks towards a restaurant located in the middle of desert. There are Pepsi vending machine and satellite disk located in front.
Audio: MVO : This will be the first time.
6. Visual: Scene of the television features Madonna on stage.
7. Visual: In the restaurant, an aborigine man stands at the counter bar to watch television screen with a white man and Pepsi can.
Audio: For this commercial to be presented to all people on earth.
8. Visual: Exterior of a restaurant in the middle of desert. / logo / super
Audio: Pepsi taste of new generation.

24. Title : Madonna 1

Year: 1989 **Duration:** 30 sec.

Concept: Music.

This television commercial serves not only as a teaser to stimulate consumers to enthusiastically prepare for a new Pepsi's commercial with Madonna, but also reinforce Pepsi's "Taste of new generation" position. In addition to delivering an informative message of the new commercial launch, this commercial is indirectly aimed to frighten its competitor that Pepsi is capable to endorse world's famous star, Madonna.

Scene of an aborigine man finding Pepsi vending machine at a restaurant located in the middle of desert symbolizes Pepsi's efficient distribution. A presence of Madonna who is

ranked as the number one teen idol helps signifying a perception that Pepsi is a truly beverage for young consumers who see themselves as independent, energetic, and modernistic person. This commercial symbolizes Pepsi's popularity among young target is equivalent to Madonna. It dramatizes that when the world's number one superstar chooses Pepsi as her distinguished choice, consumers are assured that Pepsi is a premium and trendy product. With reputation of Madonna as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leading in soft drink category as well.

Target: Young consumers.

With endorsement of Madonna and emphasis on music activities, which are among the most appealing topic among youth target, this commercial primarily aims to young prospect consumers.

Presenter: The world's favorite Madonna is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: A remote desert location is designed to generate a positive perception of Pepsi's efficient distribution. It also signifies Pepsi as a favorite beverage for wide group of people, such as the aborigine tribe in distant location.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: A compelling dialogue narrated by male voice over significantly informs the launching date of the new commercial. It also reinforces the concept to position Pepsi as a beverage for new generation.

Music: No specific music score is featured because the main emphasis is the dialogue narrated by male voice over.

Brand reminding devices: Pepsi vending machine is significantly featured.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Madonna, this commercial suggested Pepsi and a beverage to bring young target closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Madonna.

Madonna 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert									+							
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4			+										+			+
Judge # 5									+				+			+
TOTAL			1						4				2	3		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Madonna 1" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Madonna sits in the living room with Pepsi can watching B&W film of her 8th birthday party.
2. Visual: Both young Madonna and the actual Madonna look at each other. Suddenly the actual Madonna appears on the B&W screen while the young Madonna takes the actual Madonna's place.
3. Visual: The actual Madonna sings on street where group of people comes to cheerfully dance with her.
Audio: Music
4. Visual: Young Madonna watches the B&W movie screen with amazed feeling.
5. Visual: Actual Madonna sings and dances with crowd.
6. Visual: Actual Madonna sits in the classroom.
7. Visual: Group of convent students walk in a hallway.
8. Visual: Young Madonna looks at Madonna poster.
9. Visual: Actual Madonna dances in hallway with convent girls.
10. Visual: Young Madonna drinks Pepsi and walks in the living room where she finds a doll.
11. Visual: Young Madonna looks at the movie screen where she finds herself at the birthday party with Pepsi and the doll.
12. Visual: Actual Madonna sits at the sofa in the actual world. She looks at young Madonna in the screen and congratulates her with Pepsi.
Audio: Madonna : "Go ahead, make a wish."
13. Visual: Actual Madonna holds Pepsi can. / logo / super

25. Title : Madonna 2

Year: 1989

Duration: 120 sec.

Concept: Music.

This commercial endorses Madonna who is ranked as the world's number one teen idol to signify a perception that Pepsi a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among young target is equivalent to Madonna. It dramatizes that when the world's number one

superstar chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With Madonna's reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category. It connotes Pepsi as what young and modern consumers should consider as their choices.

Target: Young consumers.

With endorsement of Madonna and emphasis on music activities, which are among the most appealing topic among youth target, this commercial primarily aims to young prospect consumers.

Presenter: The world's favorite Madonna is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: Various locations such as living room, school, and restaurant are presented to convey Pepsi as a beverage to be pleasantly consumed everywhere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: As main emphasis is focused on the music powerfully performed by Madonna, no specific dialogue is presence. Madonna signifies only one sentence at the end scene to encourage young consumers to chase after their goal.

Music: A spectacular song performed by Madonna is significantly emphasized to consist with the story line. It also helps capturing attention from prospect young target.

Brand reminding devices: Neon light signage of Pepsi is presented in the restaurant scene.

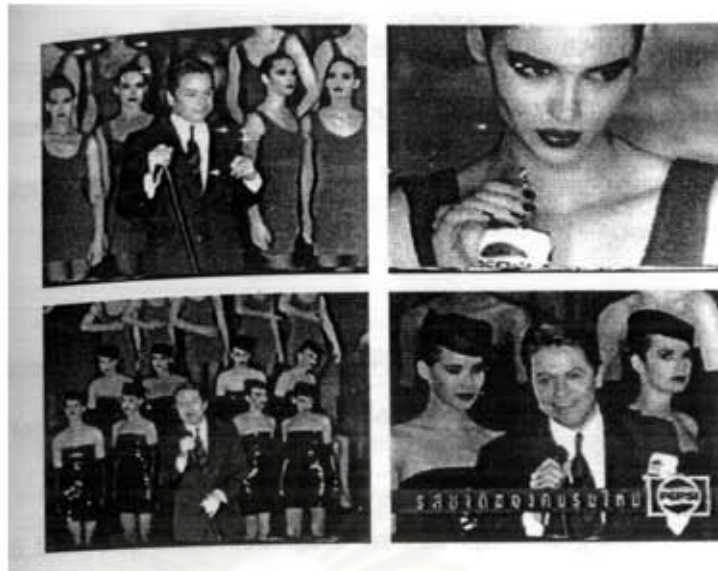
Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Madonna, this commercial suggested Pepsi as a beverage to bring young target closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Madonna.

Madonna 2	Creative Execution Styles												Appeal		Strategy source		
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global	
Advertising Expert																	
Judge # 1									+					+			+
Judge # 2									+					+			+
Judge # 3									+					+			+
Judge # 4									+					+			+
Judge # 5									+					+			+
TOTAL									5					5			5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Madonna 2" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Robert Palmer performs his song where there are numerous female dancers provocatively sing and dance.

Audio: Music intro

2-15 Visual: Scenes are cut back and forth between shots of dancers, Pepsi logo, and Palmer.

16. Visual: Dancer hands over Pepsi can to Palmer. / logo / super

26. Title : Robert

Year: 1989

Duration: 60 sec.

Concept: Music.

This television commercial endorses Robert Palmer a popular singer to signify a perception that Pepsi is a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among target is equivalent to Robert Palmer. It dramatizes when a well-known star chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With Palmer's reputation as one among the top star in the music industry, young consumers are enhanced to perceive Pepsi as a leader in soft drink category. It connotes Pepsi as what young and modern consumers should consider as their choice.

Target: Young consumers.

With endorsement of Robert Palmer and emphasis on music activities, which are among the most appealing topic among youth target, this commercial primarily aims to young prospect consumers.

Presenter: The world's favorite Robert Palmer is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: An indoor studio is decorated with Pepsi's red, blue, and white color. The setting is designed as stage for Palmer and his dancers to deliver an arousing performance.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: As main emphasis is focused on the music powerfully performed by Palmer, no specific dialogue is presence.

Music: Irresistible, Palmer's most popular song is featured to magnificently signify that Pepsi is a definite "irresistible" drink for all consumers. It also supportively draws attention from potential young target.

Brand reminding devices: Pepsi identity colors are spectacularly displayed on stage and outfits of all female dancers.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Robert Palmer, this commercial suggested Pepsi as a beverage to bring young target closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Robert Palmer.

Robert	Creative Execution Styles												Appeal		Strategy source	
Advertising Expert	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL									5					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Robert" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



1. Visual: Chatchai enters into a pub where a waitress is filling customers' glasses with Pepsi.
2. Visual: A hand picks up 5 bottles of Pepsi from a cooler.
3. Visual: A woman admirably looks at Chatchai.
4. Visual: Chatchai sits at the counter and places his order.
Audio: Chatchai : "May I have one Pepsi?"
5. Visual: A waitress smiles and looks for Pepsi, but she runs out of stock.
Audio: Waitress 1 : "Please wait for a while."
6. Visual: Chatchai smiles.
7. Visual: Another waitress approaches Chatchai.
Audio: Waitress 2 : "Are you interested for a substitution?"
8. Visual: Chatchai smilingly replies.
Audio: Chatchai : "Certainly not. I would rather have Pepsi."
9. Visual: The first waitress returns with Pepsi. / logo / super

27. Title : Chatchai

Year: 1989

Duration: 45 sec.

Concept: Teenager's lifestyles.

This compelling television commercial does not only captivate consumers' interest but also reinforce Pepsi's position of being a new generation beverage by endorsing on Chatchai who is one among the most famous and popular movie star in Thailand. In addition to use the well-known international celebrities to attract potential young consumers, Pepsi turns to endorse on local celebrity with an intention to bring the brand closer to Thai consumers. Endorsing a popular local celebrity does not only successfully attract young targets who see the endorsed star as a representative of the ideal new generation, but it also gains acceptance from general

target as well. It is because these consumers have greater opportunity to possibly associate themselves to the endorsed local star than the international celebrities do.

With endorsement of the popular star, consumers are enhanced with a perception that Pepsi is a truly beverage for trendy and sophisticated people. Scene of the well-known celebrity drinks Pepsi connotes that when people want to have a popular image, one intelligent solution is to drink Pepsi to boost up their image. The commercial also signifies that no other beverage could possibly substitute Pepsi satisfied taste through scene of Chatchai turns down an offer for some substitutions.

Target: Young consumers.

As the endorsed star is a local favorite celebrity, his appearance with animated story line efficiently communicates to all consumers. Young targets probably see him as an ideal role model because of his active personality, and modernistic characteristic.

Presenter: Chatchai, a popular local star is chosen to stimulate interest from all prospect consumers. His popularity supportively establishes brand preference as well as positive attitude towards the product.

Location: A setting of pub at night is exclusively highlighted to consist with trendy lifestyles of new generation.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: A compelling dialogue is organized to position Pepsi as an exclusive beverage, which could never be replaced.

Music: A music score is designed with little emphasis because the conversation to reinforce Pepsi as a choice of sophisticated people is concentrated instead.

Brand reminding devices: Pepsi identity blue is highlighted through wardrobe of main presenter and color scheme of lighting and interior of the selected location. There is also a Pepsi logo neon signage.

Brand personality: Trendy personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the stylish characteristic of Chatchai and his popularity, the commercial suggests Pepsi as a beverage for contemporary people.

Brand personality of this commercial is dramatized through endorser approach, which supportively conveys Pepsi as a trendy beverage.

Chatchai	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+	+	
Judge # 3									+				+		+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5				1	4	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Chatchai" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Sinjai is in a back stage dressing room.
2. Visual: A catering boy approaches Sinjai.
Audio: Boy : "P'Nok, what would you like to drink?"
Sinjai : "Pepsi please, but hurry up because the show will begin soon."
3. Visual: A catering boy looks through the place and could not find Pepsi.
Audio: Boy : "Please wait."
4. Visual: He begins to run through back stage to get Pepsi for Sinjai.
Audio: Music
5. Visual: He finally gets Pepsi from Pepsi cool and rushes back.
6. Visual: Sinjai is offered other beverage for substitution, but she refuses.
7. Visual: A guy breaks through crowd.
8. Visual: A guy rushes through props and people. He falls but manages to get hold of Pepsi can.
9. Visual: As he rushes through the corridor, someone accidentally opens the door and hits him. A can flies into the air.
10. Visual: Sinjai with depressing face.
11. Visual: A guy successfully catches the can.
12. Visual: He walks towards Sinjai and opens the can.
13. Visual: Sinjai cheerfully drinks Pepsi. / logo / super

28. **Title :** Sinjai

Year: 1989

Duration: 45 sec.

Concept: Teenager's lifestyles.

This compelling television commercial does not only captivate consumers' interest but also reinforce Pepsi's position of being a new generation beverage by endorsing on Sinjai who is one among the most famous and popular movie star in Thailand. In addition to use the well-known international celebrities to attract potential young consumers, Pepsi turns to endorse on local celebrity with an intention to bring the brand closer to Thai consumers. Endorsing a

popular local celebrity does not only successfully attract young targets who see the endorsed star as a representative of the ideal new generation, but it also gains acceptance from general target as well. It is because these consumers have greater opportunity to possibly associate themselves to the endorsed local star than the international celebrities do.

With endorsement of the popular star, consumers are enhanced with a perception that Pepsi is a truly beverage for trendy and sophisticated people. Scene of the well-known celebrity drinks Pepsi connotes that when people want to have a popular image, one intelligent solution is to drink Pepsi to boost up their image. The commercial also signifies that no other beverage could possibly substitute Pepsi satisfied taste through scene of Sinjai turns down an offer for some substitutions.

Target: Young consumers.

As the endorsed star is a local favorite celebrity, her appearance with animated story line efficiently communicates to all consumers. Young targets probably see her as an ideal role model because of her active personality, and modernistic characteristic.

Presenter: Sinjai, a popular local star is chosen to stimulate interest from all prospect consumers. Her popularity supportively establishes brand preference as well as positive attitude towards the product.

Location: A back stage setting is designed to consist with the dynamic story line where the main presenter has to rush for Pepsi because there are plenty of obstructions.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Taste of new generation " in Thai.

Language: No specific dialogue is designed.

Music: An arousing music score with dynamic tune is designed to harmonize with the thrilling story line.

Brand reminding devices: Pepsi identity blue color is presented through wardrobes of presenters.

Brand personality: Trendy personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the stylish characteristic of Sinjai and her popularity, the commercial suggests Pepsi as a beverage for contemporary people.

Brand personality of this commercial is dramatized through endorser approach, which supportively conveys Pepsi as a trendy beverage.

Sinjai	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+	+	
Judge # 3									+				+		+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5				1	4	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Sinjai" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** Chatchai opens refrigerator for Pepsi and notices that he has only little of Pepsi left.
2. **Visual:** He walks to grocery store to purchase Pepsi.
3. **Visual:** Couple of teenage girls drink Pepsi and joyously act when they see Chatchai
4. **Visual:** Chatchai enters a grocery store.
5. **Visual:** He picks up Pepsi Liter from the display shelf.
6. **Visual:** He brings Pepsi Liter to cashier.
Audio: Cashier : "Is that all you want to have?"
7. **Visual:** Chatchai replies.
Audio: Chatchai : "Only Pepsi, thank you."
8. **Visual:** As he gets out of the store, teenage girls begin to excitingly chase him.
9. **Visual:** Chatchai rushes home.
10. **Visual:** As he gets home, he takes off sunglasses with a presence of Pepsi in his hand.
11. **Visual:** Sinjai walks towards him with Pepsi can.
12. **Visual:** Chatchai takes out Pepsi can form refrigerator and talks to Sinjai.
Audio: Chatchai : "I also bought Pepsi."
13. **Visual:** Sinjai smilingly asks.
Audio: Sinjai : "Where did you go?"
14. **Visual:** Chatchai looks at his shirt and finds a lipstick mark on his shirt. / logo / super

29. Title : Chatchai & Sinjai

Year: 1990

Duration: 45 sec.

Concept: Product usage.

This compelling television commercial does not only captivate consumers' interest but also reinforce Pepsi's position of being a new generation beverage by endorsing on Chatchai and Sinjai who is one among the most famous and popular movie star in Thailand. In addition to use the well-known international celebrities to attract potential young consumers, Pepsi turns to endorse on local celebrity with an intention to bring the brand closer to Thai consumers.

Endorsing a popular local celebrity does not only successfully attract young targets who see the endorsed star as a representative of the ideal new generation, but it also gains acceptance from general target as well. It is because these consumers have greater opportunity to possibly associate themselves to the endorsed local star than the international celebrities do.

With endorsement of the popular star, consumers are enhanced with a perception that Pepsi is a truly beverage for trendy and sophisticated people. Scene of the well-known celebrity drinks Pepsi connotes that when people want to have a popular image, one intelligent solution is to drink Pepsi to boost up their image. The commercial also signifies that no other beverage could possibly substitute Pepsi satisfied taste through scene of Chatchai and Sinjai turns down an offer for some substitutions.

This commercial also aims to induce consumers to develop in-home consumption habit through story line that presenters buy Pepsi back home.

Target: General consumers.

As the endorsed stars are local favorite celebrities, their appearances with animated story line efficiently communicate to all consumers. Young targets probably see them as ideal role model because of their active personality, and modernistic characteristic.

Presenter: Chatchai and Sinjai, a popular local star is chosen to stimulate interest from all prospect consumers. Their popularity supportively establishes brand preference as well as positive attitude towards the product.

Location: A setting of grocery store is exclusively chosen to stimulate potential target to purchase Pepsi back home.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: A compelling conversation signifies Pepsi as the only one choice for trendy people such as both presenters.

Music: An arousing music score with dynamic tune is designed to harmonize with the thrilling story line.

Brand reminding devices: Pepsi identity blue is emphasized through wardrobes of the extras.

Brand personality: Trendy personality is signified through the self-expression model, which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the stylish character of Chatchai and Sinjai and their popularity, the commercial suggests Pepsi as a beverage for contemporary people.

Brand personality of this commercial is dramatized through endorser approach, which supportively conveys Pepsi as a trendy beverage.

Chatchal & Sinjai Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2									+					+	+	
Judge # 3									+				+		+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5				1	4	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Chatchai & Sinjai" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Big and bright sun.
Audio: Music
2. Visual: Pepsi can is opened.
3. Visual: A woman is suffering from heat temperature.
4. Visual: A mercury marks as high as 80° F.
5. Visual: A helicopter flies over the building.
6. Visual: A finger presses Pepsi button on the Pepsi vending machine.
7. Visual: A man uses coolness of Pepsi can to cool off himself.
8. Visual: A man and woman sit on top of building.
9. Visual: Pepsi can is opened.
10. Visual: A mercury reaches 120° F.
11. Visual: People drink Pepsi.
12. Visual: Pepsi can and bottles are opened.
13. Visual: Splash of Pepsi and water sprinkle.
14. Visual: People cheerfully dance under a shower from water sprinkle.
15. Visual: Temperature of the mercury drops down.
16. Visual: Man and woman drink Pepsi and cheerfully dance. / logo / super

30. **Title : Hot**

Year: 1990

Duration: 30 sec.

Concept: Refreshment.

The objective of the television commercial is to spark an initial interest of potential consumers. But once the consumers' attention is successfully captured, the consumers are assured with the perception that Pepsi is a beverage to possibly relieve them from dehydration. It significantly conveys Pepsi as a source to shower people with refreshment from its ice-cold enjoyable taste. It signifies that Pepsi as a definite beverage to efficiently overcome heat and hotness.

This commercial employs several symbolic to deliver its main message. For example portrayal of mercury and sun at the very beginning represent hot temperature. Pepsi refreshment is symbolized in a scene when Pepsi bottle is opened and plenty of splashes from sprinkle showers on people.

Target: General consumers.

As the objective of this commercial is to connote Pepsi's refreshment attribute, this concept is applicable to general target. However as the commercial employs modern lifestyles of young energetic consumers, young adult consumers are likely to be the primary target.

Presenter: Young energetic presenters are exclusively chosen to harmonize with the modern and dynamic lifestyles featured in the commercial. They are designed with character to appeal to potential young "new generation" target.

Location: Both indoor and outdoor locations are designed to create look and feel that is consistent with the concept which dramatizes on Pepsi's ability to overcome heat temperature.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presented because the main emphasis is focused on the compelling music score to consist with the thrilling story line.

Music: An exciting music score is elaborately chosen with faster speed as the commercial reaches its climax.

Brand reminding devices: The presenters are featured in Pepsi's identity blue color outfits.

Brand personality: Adventurous personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the active and vivacious story line attempts to promote young target to try new introduced product with vivid outdoor activity, consumers are motivated to perceive Pepsi as an adventurous beverage for lively people.

Brand personality of this commercial are emphasized through executional elements such as arousing story line and exciting choice of music to enhance Pepsi as an energetic beverage for outgoing young consumers.

Hot	Creative Execution Styles												Appeal		Strategy source		
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global	
Advertising Expert																	
Judge # 1													+		+		+
Judge # 2													+		+		+
Judge # 3												+			+		+
Judge # 4													+	+			+
Judge # 5													+	+			+
TOTAL												1		4	2	3	5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Hot" commercial employs problem & solution creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Scene of the Berlin Wall.
Audio: Music
2. Visual: Various places.
3. Visual: Countless people on street.
4. Visual: People are talking down the wall.
5. Visual: Part of the wall is written "Freedom".
6. Visual: Children are running around.
7. Visual: Children are taking down the wall.
8. Visual: Peace symbol is written on the wall.
9. Visual: People taking down the wall.
10. Visual: A little girl picks up part of the wall.
Audio: MVO : "The season greeting to exchange gift."
11. Visual: A girl walks to present a soldier with a flower.
Audio: MVO : "Liberty is the most prestigious and valuable gift."
12. Visual: A soldier keeps flower inside his jacket and smiles. / logo / super
Audio: MVO : "With best wish from Pepsi Co. Thailand and Serm Suk."

31. Title : **Berlin Wall**

Year: 1991 Duration: 30 sec.

Concept: Happiness.

The objective of the television commercial is to send a greeting message from Pepsi and its contributor to general consumers. And as consumers become aware of this New Year wish message, they are enhanced with the hidden message, which intentionally positions Pepsi as a brand that concerns about liberty, freedom, and peace. With the story line that relates to the most significant event of the year, the fall of the Berlin Wall, Pepsi successfully associates itself with an image of liberation and unity.

Consumers are enhanced to perceive Pepsi as a peacekeeper to encourage people to harmoniously live in peace. Pepsi intentionally promotes people to stop making war and hatred. The commercial also signifies that peace is the best gift on earth. The sentimental story line supportively positions Pepsi as a brand that cares and seeks only the best thing for humanity.

Target: General consumers.

The compelling concept of this commercial is aimed to enhance positive attitude of all people towards the brand. People from all races are motivated to overcome their hatred and discrimination and to live peacefully for the sake of humanity.

Presenter: Typical people ranking from children to elderly are featured to consist with the story line to promote all people to live in harmony. Portrayal of children helps generating emotional and heartwarming mood and tone for this commercial.

Location: In order to deliver a message to promote people to live in harmony, the Berlin Wall, a symbolic of peace is magnificently chosen.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "The world of love and happiness" in Thai.

Language: The moving script inspires all consumers to gradually develop brand preference towards Pepsi's social contribution.

Music: A classical music score is exclusively designed to supportively harmonize with the overall concept. This spectacular score creates grandiose feeling to commemorate the significant ending of the Berlin Wall.

Brand reminding devices: None

Brand personality: Liberate personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that contributes to peaceful of humanity.

Brand personality of this commercial is dramatized through executional elements approach of the compelling story line, and choice of music to enhance consumers of Pepsi positive image.

Berlin Wall	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2								+						+		+
Judge # 3											+			+		+
Judge # 4											+			+		+
Judge # 5											+			+		+
TOTAL								1			4			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Berlin Wall" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Audiences are cheering in the concert hall.
Super : Pepsi...MC. Hammer 2 tastes which could be perfectly matched.
Audio: Music intro
2. Visual: MC. jumps on stage.
3. Visual: Pepsi can flies out from crash glass.
4. Visual: MC. powerfully performs on stage where the audiences go crazy.
5. Visual: Close up of Pepsi logo on the can.
6. Visual: MC. performs while dancers joyously dance.
7. Visual: Pepsi is poured into three Pepsi plastic glasses.
8. Visual: Pre-teenage boy presents Pepsi to MC. Hammer.
9. Visual: MC. accepts and drinks Pepsi with a satisfied expression. / logo / super

32. Title : MC. Hammer

Year: 1991

Duration: 30 sec.

Concept: Music.

This commercial endorses MC. Hammer who is ranked among the world's popular teen idol to signify a perception that Pepsi a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among young target is equivalent to MC. Hammer. It dramatizes that when the superstar chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With MC. Hammer's well-known reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category. It connotes Pepsi is what young and modern consumers should consider as their choices.

Target: Young consumers.

With endorsement of MC. Hammer and emphasis on music activities, which are among the most appealing topic for youth target, this commercial primarily aims to young prospect consumers.

Presenter: The famous MC. Hammer is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: A concert hall where large amount of audiences could attend is featured to reinforce Pepsi's popularity image. This location is designed to create look and feel that is consistent with the concept. The overall tone aims to convey a feeling of idolization and adoration.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the music powerfully performed by MC. Hammer.

Music: MC. Hammer's most popular song is featured to magnificently signify Pepsi as a definite drink for young consumers.

Brand reminding devices: Several dancers wear Pepsi's identity blue color wardrobes.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of MC. Hammer, this commercial suggests Pepsi is a beverage to bring young target closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of MC. Hammer.

MC. Hammer Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+				+			+
TOTAL									5				1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "MC. Hammer" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A pre-teenage boy sits on the plane with his walk man and a glass of Pepsi.
Audio: Music intro
2. Visual: As he drinks Pepsi, Gloria appears on concert stage.
3. Visual: The boy is sitting among audiences in a concert event.
4. Visual: A boy joyously relaxes and cheers Gloria with the audiences.
5. Visual: Gloria compellingly performs on stage.
6. Visual: Gloria asks the boy to join her on stage.
7. Visual: A boy jumps on the stage.
8. Visual: Gloria dances and sings with the boy on stage.
9. Visual: As the performance ends, both of them cheerfully thank the crowd.
10. Visual: A boy finds himself sitting on the plane again with Pepsi plastic glass. / logo / super

33. Title : Gloria Estafan

Year: 1991

Duration: 30 sec.

Concept: Music.

This commercial endorses Gloria Estafan who is ranked among the world's popular teen idol to signify a perception that Pepsi is a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among young target is equivalent to Gloria Estafan. It dramatizes that when the superstar chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With Gloria Estafan's well-known reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category. It connotes Pepsi is what young and modern consumers should consider as their choices.

Target: Young consumers.

With endorsement of Gloria Estafan and emphasis on music activities, which are among the most appealing topic among for target, this commercial primarily aims to young prospect consumers.

Presenter: The world's famous Gloria Estafan is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: A concert hall where large amount of audiences could attend is featured to reinforce Pepsi's popularity image. This location is designed to create look and feel that is consistent with the concept. The overall tone aims to convey a feeling of idolization and adoration.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the music powerfully performed by Gloria Estafan.

Music: Gloria Estafan's most popular song is featured to magnificently signify Pepsi as a definite drink for young consumers.

Brand reminding devices: Pepsi name is run on the electronic lighting panel on stage.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Gloria Estafan, this commercial suggests Pepsi as a beverage to bring young target get closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Gloria Estafan.

Gloria Estafan	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL									5					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Gloria Estafan" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Group of young women is practicing ballet.
Audio: Classical music.
2. Visual: Group of men is teasing the women.
3. Visual: As the women stop practicing, the men take control of the place. Some of them are drinking Pepsi.
4. Visual: Men joyously dance with fast music tune while the women are observing and drinking Pepsi.
Audio: Contemporary music.
5. Visual: Women line up to challenge the men.
6. Visual: Men line up to encounter women.
7. Visual: Pepsi can on stereo.
8. Visual: Both men and women cheerfully dance together.
9. Visual: Pepsi logo on the can.
10. Visual: People are drinking Pepsi and dancing. / logo / super

34. Title: Dance Duel

Year: 1991

Duration: 30 sec.

Concept: Teenager's lifestyles.

The goal of this television commercial is to generate a perception that Pepsi is a young and modern beverage. The story line demonstrates a conflict between two groups of teenager who have different attitudes, interests, and lifestyles. Pepsi elaborately positions itself as a beverage to peacefully unite people in harmony. The commercial dramatizes that when both groups of people cheerfully drink Pepsi, they gradually develop positive understanding towards each other. Finally, as the commercial reaches its climax, consumers are enhanced with a scene of everybody joyously dance together. This ending supportively reinforces a concept to

demonstrate Pepsi's attribute of being a beverage to successfully bring happiness to all Pepsi drinkers.

Target: Young consumers.

With employment of energetic youth lifestyles, primary target of this commercial is emphasized on young consumers. This target group is identified through the music activity, which is the core execution concept of this commercial.

Presenter: Young male and female dancers are chosen to consist with the story line of typical youth music lifestyles.

Location: An indoor setting of dance studio is designed to harmonize with the music related story line as well as to create look and feel of the modernistic youth's lifestyles.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the music activity.

Music: Two different music styles are exclusively designed to consist with presenters of two different interest groups. They are classical music for the group with interest in ballet, and the rock music for men group with interest in contemporary dance.

Brand reminding devices: None

Brand personality: Energetic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles.

With the dynamic characteristics of all presenters, the commercial suggests Pepsi as a beverage for modernistic consumers who are looking forwards to the vigorous image.

Brand personality of this commercial is signified through user imagery approach, which enhances consumers to perceive Pepsi as a modernistic drink.

Dance Duel	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1												+		+		+
Judge # 2								+						+		+
Judge # 3								+						+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								4				1		5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Dance Duel" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** A sun brightly shine.
Audio: Music intro
2. **Visual:** A bus with freshly college students arrives and lots of senior students come to greet them.
3. **Visual:** Close up at main male character.
4. **Visual:** Close up at main female character.
5. **Visual:** Both main characters accidentally run into each other.
6. **Visual:** Students including the main male character gather to register.
7. **Visual:** Main male character drink Pepsi with his friend in front of Pepsi vending machine.
8. **Visual:** Main male character sits in a lecture room and fails to answer a question asked by a professor.
9. **Visual:** Main male character is in sport uniform with his friends.
10. **Visual:** Main male character takes Pepsi out from refrigerator.
11. **Visual:** Main female character starts her motorcycle.
12. **Visual:** Main male character brings Pepsi to main female character.
13. **Visual:** Main female character determined to go to work at the lab.
14. **Visual:** Main male character rushes to studio to work on his project.
15. **Visual:** Main male character sits in classroom.
16. **Visual:** Main female character drinks Pepsi in the lab.
17. **Visual:** Main male character works on his project in his room.
18. **Visual:** All characters go to distant province to do social contribution.
19. **Visual:** Main female character teaches children.
20. **Visual:** Main male character and his friends work on public construction project.
21. **Visual:** Everyone shares Pepsi.
22. **Visual:** Main male character takes a break with Pepsi on the roof at his construction site.
23. **Visual:** Main male character and his friends walk with children and witness the main female character is teaching children.
24. **Visual:** A farewell party where everyone joyously drinks Pepsi.
25. **Visual:** Main male character takes examination.
26. **Visual:** Main male character checks his exam result. As he finds his name, he cheerfully celebrates.
27. **Visual:** On graduation day, main male character joyously celebrates with his friends.
28. **Visual:** Main male character looks at the sun.
29. **Visual:** Main female character comes to congratulate him. Their friends joyously join them. / logo / super

35. Title: Campus 1

Year: 1992

Duration: 180 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable friendship, and social contribution. The commercial employs compelling story line and several inspired scenes to deliver its main objective. For example, scene of the main male character in sport uniform with his team mate suggests young target to consider playing sport instead of involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth target.

Location: Numerous outdoor and indoor locations are elaborately selected to relevant with several activities which the commercial aims to promote to young target. The overall look of the locations is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Supor: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: This commercial exclusively chooses a well known touching song "Rangwan dare Kon Chang fun" (Prize for a dreamy person) to stimulate young consumers.

"A golden sun will always shine. Don't you take back your promise.

Don't you ever change your word when time passed away.

Please be determined and don't let anyone misleads you.

Keep moving forwards and don't let anyone opposes your goal.

A golden sun will always shine. The sun will be bright and supportive.

The flowers will bloom to encourage a brave person.

These are prestigious prizes for your greatest dream.

*On the long and winding road. If you scare and hold back,
I will be disappointed. I will always be supportive.

If only you are not running away.

I will console and rejuvenate your heart.

I will be a stable bridge for you to cross over.

I will be a refreshing water splash to overcome you tire.

I will eternally wish you a definite success.

(repeat *) A golden sun will always shine. A golden sun will always shine.

A golden sun will always shine."

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi's identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth's success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Campus 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Campus 1" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** A sun brightly shine.
Audio: Music intro
2. **Visual:** A bus with freshly college students arrives and lots of senior students come to greet them.
3. **Visual:** Close up at main male character.
4. **Visual:** Close up at main female character.
5. **Visual:** Both main characters accidentally run into each other.
6. **Visual:** Main male character is in sport uniform with his friends.
7. **Visual:** Main male character takes Pepsi out from refrigerator.
8. **Visual:** Main female character starts her motorcycle.
9. **Visual:** Main male character brings Pepsi to main female character.
10. **Visual:** Main female character determined to go to work at the lab.
11. **Visual:** All characters go to distant province to do social contribution.
12. **Visual:** Main female character teaches children.
13. **Visual:** Main male character and his friends work on public construction project.
14. **Visual:** Everyone shares Pepsi.
15. **Visual:** Main male character takes a break with Pepsi on the roof at his construction site.
16. **Visual:** Main male character and his friends walk with children and witness the main female character is teaching children.
17. **Visual:** A farewell party where everyone joyously drinks Pepsi.
18. **Visual:** Main male character takes examination.
19. **Visual:** Main male character sits in classroom.
20. **Visual:** Main female character drinks Pepsi in the lab.
21. **Visual:** Main male character looks at the sun.
22. **Visual:** Main female character comes to congratulate him. Their friends joyously join them. / logo / super

36. Title: Campus 2

Year: 1992

Duration: 90 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable friendship, and social contribution. The commercial employs compelling story line and several inspired scenes to deliver its main objective. For example, scene of the main male character in sport uniform with his team mate suggests young target to consider playing sport instead of involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of the both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth targets.

Location: Numerous outdoor and indoor locations are elaborately selected to relevant with several activities which the commercial aims to promote to young target. The overall look of the locations is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: This commercial exclusively chooses a well known touching song "Rangwan dare Kon Chang fun" (Prize for a dreamy person) to stimulate young consumers.

*On the long and winding road. If you scare and hold back,

I will be disappointed. I will always be supportive.

If only you are not running away.

I will consola and rejuvenate your heart.

I will be a stable bridge for you to cross over.

I will be a refreshing water splash to overcome you tire.

I will eternally wish you a definite success.

(repeat *) A golden sun will always shine. A golden sun will always shine.

A golden sun will always shine."

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi's identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth's success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Campus 2 Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Campus 2" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Main male character and his friends work on public construction project.
2. Visual: Everyone shares Pepsi.
3. Visual: Main male character takes a break with Pepsi on the roof at his construction site.
4. Visual: Main male character and his friends walk with children and witness the main female character is teaching children.
5. Visual: A farewell party where everyone joyously drinks Pepsi.
6. Visual: Main male character takes examination.
7. Visual: Main male character checks his exam result. As he finds his name, he cheerfully celebrates.
8. Visual: On graduation day, main male character joyously celebrates with his friends.
9. Visual: Main male character looks at the sun.
10. Visual: Main female character comes to congratulate him. Their friends joyously join them. / logo / super

37. Title: Summer Camp

Year: 1992

Duration: 45 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable

friendship, and social contribution. The commercial employs compelling story line and several inspired scenes to deliver its main objective. For example, scene of the main male character in sport uniform with his team mate suggests young target to consider playing sport instead of involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of the both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth targets.

Location: Numerous outdoor and indoor locations are elaborately selected to relevant with several activities which the commercial aims to promote to young target. The overall look of the locations is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is present because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: This commercial exclusively chooses a well known touching song "Rangwan dare Kon Chang fun" (Prize for a dreamy person) to stimulate young consumers.

*On the long and winding road. If you scare and hold back,
I will be disappointed. I will always be supportive.
If only you are not running away.
I will console and rejuvenate your heart.
I will be a stable bridge for you to cross over.
I will be a refreshing water splash to overcome your tire.
I will eternally wish you a definite success.
(repeat *) A golden sun will always shine. A golden sun will always shine.
A golden sun will always shine."

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi's identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth's success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Summer Camp	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Summer Camp" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Main male character studies in his room.
Audio: Music
2. Visual: A friend comes to ask him out for dinner.
3. Visual: Main male character refuses.
4. Visual: A friend tires again by asking him to go out for a drink.
5. Visual: Main male character points to Pepsi can.
6. Visual: A friend does not give up. He asks main male character out to meet woman.
7. Visual: Main male character refuses. He drinks Pepsi and continuously studies. / logo / super

38. **Title: Dorm**

Year: 1992

Duration: 30 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable friendship, and social contribution. The commercial employs compelling story line and several

inspired scenes to deliver its main objective. For example, scene of the main male character in sport uniform with his team mate suggests young target to consider playing sport instead of involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth targets.

Location: Indoor location is elaborately selected to relevant the story line. The overall look of the location is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: Using the similar music score without a lyric.

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi's identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth's success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Dorm	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Dorm" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Main male character checks his exam result. As he finds his name, he cheerfully celebrates.
2. Visual: Main male character is in sport uniform with his friends.
3. Visual: Main female character determined to go to work at the lab.
4. Visual: Main male character rushes to studio to work on his project.
5. Visual: Main male character bends down to tie his shoe with Pepsi can.
6. Visual: Main male character sits in classroom.
7. Visual: Main female character drinks Pepsi in the lab.
8. Visual: Main male character takes a break with Pepsi on the roof at his construction site. / logo / super

39. Title: Campus Work Shop

Year: 1992

Duration: 30 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable friendship, and social contribution. The commercial employs compelling story line and several inspired scenes to deliver its main objective. For example, scene of the main male character in

sport uniform with his team mate suggests young target to consider playing sport instead of involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures the young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth target.

Location: Numerous outdoor and indoor locations are elaborately selected to relevant with several activities which the commercial aims to promote to young target. The overall look of the locations is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: This commercial exclusively chooses a well known touching song “Rangwan dare Kon Chang fun” (Prize for a dreamy person) to stimulate young consumers.

“ * On the long and winding road. If you scare and hold back,

I will be disappointed. I will always be supportive.

If only you are not running away.

I will console and rejuvenate your heart.

I will be a stable bridge for you to cross over.

I will be a refreshing water splash to overcome you tire.

I will eternally wish you a definite success.

(repeat *) A golden sun will always shine. A golden sun will always shine.

A golden sun will always shine.”

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi’s identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth’s success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Campus Work Shop	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Campus Work Shop" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Main male character takes examination.
2. Visual: Main male character checks his exam result. As he finds his name, he cheerfully celebrates.
3. Visual: On graduation day, main male character joyously celebrates with his friends.
4. Visual: Main male character looks at the sun.
5. Visual: Main female character comes to congratulate him. Their friends joyously join them. / logo / super

40. Title: Campus Exam

Year: 1992

Duration: 30 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable friendship, and social contribution. The commercial employs compelling story line and several inspired scenes to deliver its main objective. For example, scene of the main male character in sport uniform with his team mate suggests young target to consider playing sport instead of

involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth targets.

Location: Numerous outdoor and indoor locations are elaborately selected to relevant with several activities which the commercial aims to promote to young target. The overall look of the location is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: This commercial exclusively chooses a well known touching song "Rangwan dare Kon Chang fun" (Prize for a dreamy person) to stimulate young consumers.

" * On the long and winding road. If you scare and hold back,

I will be disappointed. I will always be supportive.

If only you are not running away.

I will console and rejuvenate your heart.

I will be a stable bridge for you to cross over.

I will be a refreshing water splash to overcome you tire.

I will eternally wish you a definite success.

(repeat *) A golden sun will always shine. A golden sun will always shine.

A golden sun will always shine."

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi's identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth's success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Campus Exam	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Campus Exam" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Main male character sits in a lecture room and fails to answer a question asked by a professor.
2. Visual: Main male character is in sport uniform with his friends.
3. Visual: Main male character takes Pepsi out from refrigerator.
4. Visual: Main female character starts her motorcycle.
5. Visual: Main male character brings Pepsi to main female character. / logo / super

41. Title: Campus Motorcycle

Year: 1992 **Duration:** 30 sec.

Concept: Corporate.

As Pepsi has successfully positioned itself as a taste of new generation, it favorably gains popularity and trust from numerous young consumers. However several Pepsi previous campaigns only associate the brand with music activity and modernistic lifestyles of youth. Pepsi is frequently considered as a senseless beverage because it does not promote any valuable contribution to youth target. As a result, this commercial is designed to generate positive image as well as to stimulate young consumers to develop sense of responsibility and concern about their future.

The commercial stimulates young consumers to determine and strive to achieve their goals. It encourages youth target to emphasize on their academic performance, sport activity, reliable friendship, and social contribution. The commercial employs compelling story line and several inspired scenes to deliver its main objective. For example, scene of the main male character in sport uniform with his team mate suggests young target to consider playing sport instead of

involving with alcohol and drug. Scenes of all characters going to a distant province to work on public service project persuades target consumers to be responsive for social contribution activity.

It suggests young consumers to think of the whole society rather than themselves. Scenes of both main presenters working hard on their study also motivate youths to put their priority on academic process. The graduation scene assures young consumers that when they are responsible and working hard, they will be gloriously rewarded.

The commercial also generates a positive attitude that Pepsi is a friend who will always be supportive and encouraging for youths to achieve their ambition. It signifies that Pepsi will stay beside consumers throughout good and bad times.

Target: General consumers.

This compelling commercial intentionally communicates to both young and general targets. For youth targets, this commercial encourages them to be responsive. While for general targets this commercial attentively establishes a positive attitude towards Pepsi.

Presenter: Young energetic and enthusiastic presenters are exclusively employed to efficiently represent youth targets.

Location: Numerous outdoor and indoor locations are elaborately selected to relevant with several activities which the commercial aims to promote to young target. The overall look of the location is designed with warm and inspired atmosphere.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presence because the major emphasis is on the sentimental music lyric to encourage young consumers to strive for success.

Music: This commercial exclusively chooses a well known touching song "Rangwan dare Kon Chang fun" (Prize for a dreamy person) to stimulate young consumers.

" *On the long and winding road. If you scare and hold back,

I will be disappointed. I will always be supportive.

If only you are not running away.

I will console and rejuvenate your heart.

I will be a stable bridge for you to cross over.

I will be a refreshing water splash to overcome you tire.

I will eternally wish you a definite success.

(repeat *) A golden sun will always shine. A golden sun will always shine.

A golden sun will always shine."

Brand reminding devices: Several wardrobes of the presenters are designed with Pepsi's identity blue color. There are also several brand reminding elements such as Pepsi cooler, and Pepsi vending machine.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a brand that sincerely contributes to youth's success.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance consumers that Pepsi is a supportive friend.

Campus Motorcycle	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Campus Motorcycle" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A boy runs to purchase Pepsi PRB at Pepsi booth.
Audio: MVO : "Are you amazed that Pepsi PRB."
2. Visual: A boy walks with Pepsi PRB bottle on his head and accidentally drops the bottle to the ground.
Audio: MVO : "Contains as much as 1.5 liter."
3. Visual: Teenage guy opens Pepsi PRB.
Audio: MVO : "Pepsi PRB in new plastic bottle is refundable too."
4. Visual: Group of teenage men and women share Pepsi PRB.
Audio: MVO : "New design bottle is safe and unbreakable."
5. Visual: A bottle falls over and a pretty woman also drops a bottle on the ground.
Audio: MVO : "It is light and safe."
6. Visual: Men and women cheerfully share Pepsi PRB at the swimming pool.
Audio: MVO : "It amazingly contains half a liter."
7. Visual: A guy pours PRB in a restaurant.
Audio: MVO : "The bottle is safe and refundable."
8. Visual: He accidentally drops a bottle.
Audio: MVO : "It amazingly contains half a liter."
9. Visual: A bottle drops on the ground and bounds back to a boy's hand.
Audio: MVO : "It amazingly contains half a liter."
10. Visual: A boy brings empty bottle for refund. / logo / super
Audio: MVO : "Pepsi PRB is refundable and safe."

42. Title: PRB 1.5

Year: 1993

Duration: 30 sec.

Concept: New product.

This compelling television commercial does not only achieve consumers' interest, but also provides an information of new product. The commercial introduces all consumers to a new

launched Pepsi PRB whose special attributes are an unbreakable plastic bottle which could contain as much as 1.5 liter.

These significant product attributes are intelligently symbolized through several animated scenes. For example, the scene when a boy accidentally drops the bottle demonstrates that the bottle is made from an unbreakable material. This safety attribute is repeatedly indicated throughout the entire commercial. A scene when group of people share Pepsi PRB signifies the greater amount of the new size. The story line also denotes that the new Pepsi PRB is convenient for all occasions by featuring drinking shots at poolside, restaurant, and indoor studio.

Target: General consumers.

Since the goal of this commercial is to introduce new product launch, general consumers are the primary targets.

Presenter: As the commercial attempts to communicate to general consumers, various presenters from small boy to typical adult are exclusively featured.

Location: To consist with the concept to demonstrate the new Pepsi PRB as practical beverage for diverse lifestyles, various locations such as swimming pool, top of the building, restaurant, and studio are emphasized.

Logo: No particular logo is presence.

Super: "New Pepsi PRB...light, safe, unbreakable, 1.5 liter" in Thai.

Language: This commercial informatively announces new product attributes through a dazzling music lyric. As a result, no specific dialogue is presented.

Music: In order to inform all consumers of the new product attributes in a stimulus way, all attributes are elaborately presented in lyric format.

Brand reminding devices: Pepsi booth is featured at the very beginning of the commercial.

Brand personality: Innovative personality is established through the functional benefit representation model which the brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The innovative personality is identified through several new product attributes such as the unbreakable bottle. With the innovative personality, it suggests that Pepsi is a quality product, which always comes up with new creative attribute to meet consumers' greatest satisfaction.

Brand personality of this commercial is emphasized through executional elements such as the dynamic story line and the informative music to position Pepsi as an up-to-date product.

PRB 1.5	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								4	1					5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "PRB 1.5" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Michael Jackson's eyes appear on the screen on a dark street background.
Audio: Music intro
2. Visual: Jackson walks on street where there is a Pepsi poster with woman photograph.
3. Visual: A woman in the poster comes to life and drinks Pepsi.
4. Visual: Jackson runs after a woman.
5. Visual: Pepsi balloon on the sky.
6. Visual: A woman sits on a throne.
7. Visual: Jackson walks through desert to chase after a woman.
8. Visual: A woman runs away.
9. Visual: A woman drinks Pepsi.
10. Visual: Jackson looks at a bright Pepsi truck.
11. Visual: Jackson walks on street where Pepsi poster with a woman appears on it. / logo / super

43. Title : Michael Jackson 1

Year: 1994

Duration: 30 sec.

Concept: Music.

This commercial endorses Michael Jackson who is ranked as the world's number one teen idol to signify a perception that Pepsi a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among young target is equivalent to Michael Jackson. It dramatizes that when the world's number one superstar chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With Michael Jackson's reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category. It connotes Pepsi is what young and modern consumers should consider as their choices.

Target: Young consumers.

With endorsement of Michael Jackson and emphasis on music activities, which are among the most appealing topic for youth target, this commercial primarily aims to young prospect consumers.

Presenter: The world's favorite Michael Jackson is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: A mysterious location is exclusively selected to harmonize with Jackson's latest album, "Dangerous". The location is designed to create a look and feel that is consistent with the concept to attract modern and dynamic consumers.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presented as the main emphasis is on a song performed by Jackson.

Music: Jackson's latest song is featured to magnificently spark an initial interest of target.

Brand reminding devices: Pepsi poster, signage light, and truck are exclusively featured.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Michael Jackson, this commercial suggests Pepsi as a beverage to bring young target closer to popular status.

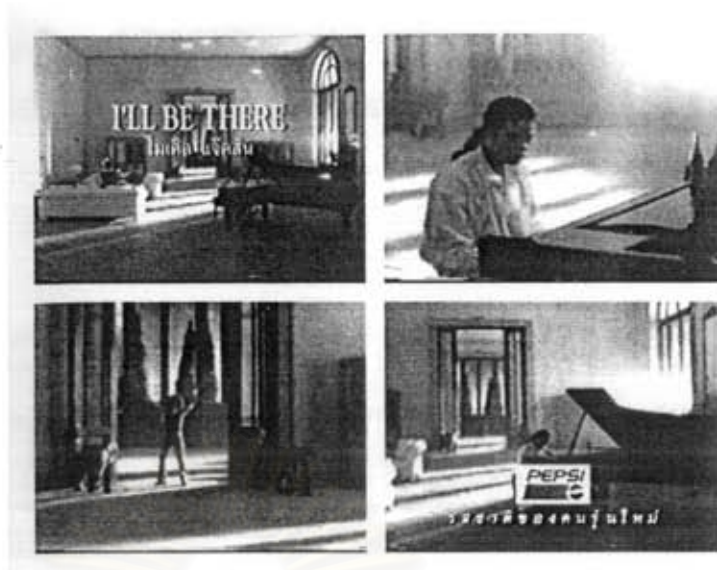
Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Michael Jackson.

Michael Jackson 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL								1	4					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Michael Jackson 1" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Michael Jackson performs at a piano in a living room with Pepsi bottle on top of a piano.
Audio: Music intro
2. Visual: Young Jackson appears and sings the same song.
3. Visual: The actual Jackson smilingly sings.
4. Visual: Young Jackson cheerfully sings.
5. Visual: Young Jackson comes to sit at the piano with the actual Jackson.
6. Visual: The actual Jackson picks up Pepsi bottle. As one bottle is moved, another bottle appears at the same spot.
7. Visual: The actual Jackson. / logo / super

44. Title : Michael Jackson 2

Year: 1994

Duration: 30 sec.

Concept: Music.

This commercial endorses Michael Jackson who is ranked as the world's number one teen idol to signify a perception that Pepsi a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among young target is equivalent to Michael Jackson. It dramatizes that when the world's number one superstar chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With Michael Jackson's reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category. It connotes Pepsi is what young and modern consumers should consider as their choices.

Target: Young consumers.

With endorsement of Michael Jackson and emphasis on music activities, which are among the most appealing topic for youth target, this commercial primarily aims to young prospect consumers.

Presenter: The world's favorite Michael Jackson is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: The location is designed to create a look and feel that is consistent with the concept. The warm ambient location helps stimulating emotion of the consumers.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: " Taste of new generation " in Thai.

Language: No specific dialogue is presented as the main emphasis is on a song performed by Jackson.

Music: One of Jackson's popular song from his childhood, "I will be there" is significantly featured to create a sentimental feeling.

Brand reminding devices: None

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Michael Jackson, this commercial suggests Pepsi as a beverage to bring young target closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Michael Jackson.

Michael Jackson 2 Advertising Expert	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1								+						+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL								1	4					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Michael Jackson 2" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** A girl is sitting on a bed working on her diary and drinking Pepsi.
Audio: Girl : "To my beloved diary...I never thought that I will ever have a date."
2. **Visual:** A nerdy boy walking on a street with Pepsi can in front of the Pepsi vending machine.
Audio: Boy : "I never have a date."
3. **Visual:** A girl stands in front of a mirror with Pepsi can.
Audio: Girl : "What should I do?"
4. **Visual:** A boy stands in front of a mirror with Pepsi can.
Audio: Boy : "Hi...hey! A nerdy boy with big glasses."
5. **Visual:** A boy brings his face closer to a mirror.
Audio: Boy : "She probably sees me as a nerdy boy with a big eye glasses."
6. **Visual:** A girl smiles at a mirror.
Audio: Girl : "I am still trapped with unfinished teeth."
7. **Visual:** As a boy approaches the door of a girl's house the girl rushes to meet him.
Audio: Boy / Girl : "I look stupid."
8. **Visual:** As the door opens, a boy becomes a good-looking man and girl turns to be Cindy Crawford with Pepsi can.
Audio: Boy / Girl : "It works!"
9. **Visual:** They smile at each other and walk away together with Pepsi can. / logo / super
Audio: Boy / Girl : "It is really a magical."

45. **Title : First Impression**

Year: 1995 **Duration:** 60 sec.

Concept: Teenager's lifestyles.

The goal of this television commercial is to position Pepsi as a definite beverage who truly understands needs of young generation. This commercial does not only visually attract consumers, it also symbolizes Pepsi as a beverage to help teenagers gain confident. With an animated story line of teenagers on their first date, this commercial possibly attracts attention from young consumers who typically see romance as their favorite interest.

The scene when Pepsi magically creates an idealistic image symbolizes Pepsi is a young, modern, fashionable, and stylish beverage. This also signifies Pepsi as a favorite choice among young consumers.

Target: Young consumers.

This animated commercial aims to spark attention from pre-teenage consumers. Some elements related to teenagers are employed to appeal to youth target such as oversized glasses, and popular supermodel.

Presenter: Pre teenage boy and girl are emphasized to be consistent with the story line. Cindy Crawford the world's famous supermodel is endorsed to represent the ideal look and personality of young consumers.

Location: The locations are designed to associate young consumers with their familiar places such as the bedroom.

Logo: Pepsi's red, blue, and white rectangular shaped logo in English.

Super: "Taste of new generation" in Thai.

Language: Dialogue of this commercial is designed with teenagers' attitudes to signify that Pepsi truly understands youth's need and behavior.

Music: No significant music score is highlighted because the main emphasis is on the dialogue, which represents teenagers' attitude and lifestyles.

Brand reminding devices: Pepsi identity blue color is reflected through presenters' wardrobe. The Pepsi vending machine is also presence.

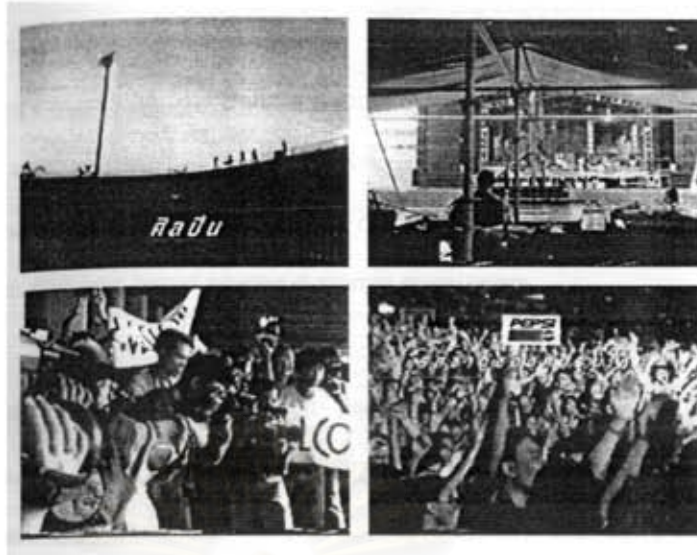
Brand personality: Understanding personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With compelling story line, young consumers are motivated to consider Pepsi as a brand that usually knows what the targets want to achieve.

Brand personality of this commercial is dramatized through executional elements approach of the animated story line and striking dialogue to enhance young consumers that Pepsi is an understanding brand to connect consumers and ideal image together.

First Impression	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+					+		+
TOTAL								1	4					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "First Impression" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Staffs are in concert preparation process.
Audio: Music
2. Visual: Fans gather at the international airport to greet the star.
3. Visual: Back stage preparation.
4. Visual: Presses are eagerly waiting at the airport.
5. Visual: A woman carries Pepsi cooler at back stage.
6. Visual: Staffs are drinking Pepsi.
7. Visual: A plane arrives at the runway.
8. Visual: While prepare the concert, staffs drink Pepsi.
9. Visual: Presses at airport.
10. Visual: Teenagers with Pepsi can run to concert.
11. Visual: Audiences actively cheer concert. / logo / super

46. Title : The Entertainer

Year: 1995

Duration: 30 sec.

Concept: Music.

The television commercial emphasizes concert in Thailand of one of the world greatest singer, Phil Colin. Although he is not present in this particular commercial, the story line intentionally signifies him as a famous and popular star. The commercial presents several scenes about people eagerly attend the concert and numerous backstage staffs excitedly prepare for the spectacular event. These scenes employ Phil's popularity to enhance consumers' perception that Pepsi is a beverage for trendy people who like to live astonishing and dynamic life. This commercial symbolizes Pepsi with popularity of the endorsed celebrity. It dramatizes that when a well-known star chooses to endorse his name with the brand, consumers are assured of Pepsi's premium quality product.

Target: Young consumers.

As the story line emphasizes on Phil Collin's popularity, young consumers who are typically interested in music are main concentration. These consumers are conveyed to develop positive attitude towards the brand with influence and impact of Collin's reputation. They are inspired to associate Pepsi as an in demand brand among dynamic consumers.

Presenter: As Pepsi attempts to position itself as a popular product, numbers of insignificant presenters are featured as extras to symbolize Phil's popularity with the brand. Although Phil does not appear in the commercial by himself, the compelling story line successfully associates consumers to the popular British star.

Location: Several locations to represent grandiose concert venue and backstage preparation are highlighted to create look and feel that is consistent with the significant concept.

Logo: New Pepsi rectangular shaped logo.

Super: "Taste of new generation" in Thai.

Language: When the commercial emphasizes on Phil's most famous song, no particular dialogue is organized to dilute the core concept.

Music: Phil's famous song is exclusively featured to spark young consumers' interest.

Brand reminding devices: Pepsi cooler is presented in the commercial.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With association to the world's famous singer, Phil Collin, the commercial suggests Pepsi is a beverage for modern consumers who seek to be related to popular image.

Brand personality of this commercial is emphasized through endorser approach which conveys consumers that Pepsi is an in demand drink.

The Entertainer	Creative Execution Styles												Appeal		Strategy source		
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global	
Advertising Expert																	
Judge # 1								+					+		+		
Judge # 2								+					+		+		
Judge # 3									+					+	+		
Judge # 4											+			+	+		
Judge # 5								+						+	+		
TOTAL								3	1			1		2	3	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "The Entertainer" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Group of teenagers sitting in a living room.
Audio: Music intro
2. Visual: Main male character practices guitar while other female character shows concert tickets to everyone.
3. Visual: They all are going to concert by Tuk-Tuk.
4. Visual: As the traffic is jammed, young boy gets off to purchase Pepsi and share with all.
5. Visual: All of them are walking toward to concert auditorium.
6. Visual: They see a boy crying because he does not have the ticket.
7. Visual: Main male character decides give his ticket to a young boy.
8. Visual: A boy cheerful thanks a man and he smiles back.
9. Visual: Main male character walks to purchase Pepsi.
10. Visual: He brings Pepsi to drink beside the concert auditorium.
11. Visual: Concert atmosphere. / logo / super

47. Title : The Audience

Year: 1995

Duration: 60 sec.

Concept: Teenager's lifestyles.

The television commercial employs a special occasion of Phil Collin's concert in Thailand to encourage young modern targets to be courteous person who could sacrifice happiness for joy of other people. The compelling story line suggests consumers to associate Pepsi with heroic characteristic. This concept is reinforced through scene of young man offers his concert ticket to a crying young boy. It conveys young people to generously do social contribution to others.

Target: Young consumers.

Portraying lifestyles of young people, this commercial probable appeals to young consumers targets who seek to be perceived with heroic image as the commercial attempts to stimulate young consumers to develop positive attitude towards the brand. Emotional story line supportively brings Pepsi closer to young target.

Presenter: Young energetic presenters of both genders are exclusively employed to consist with the youth target. These presenters supportively position Pepsi as heroic beverage.

Location: Exterior of concert auditorium location is exclusively selected to consist with the story line. It allows all sentimental story line to take place.

Logo: New Pepsi rectangular shaped logo.

Super: " Taste of new generation " in Thai.

Language: No certain dialogue is designed to interrupt the sentimental visual and arousing music. This commercial mainly employs visual message rather than the verbal message to convey the significant concept.

Music: Compelling music performed by Collin is chosen to build up emotional feeling among consumers.

Brand reminding devices: Pepsi identity blue color is regularly featured through wardrobes of presenters.

Brand personality: Heroic personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Pepsi as a tenderhearted brand that is compassionate to others.

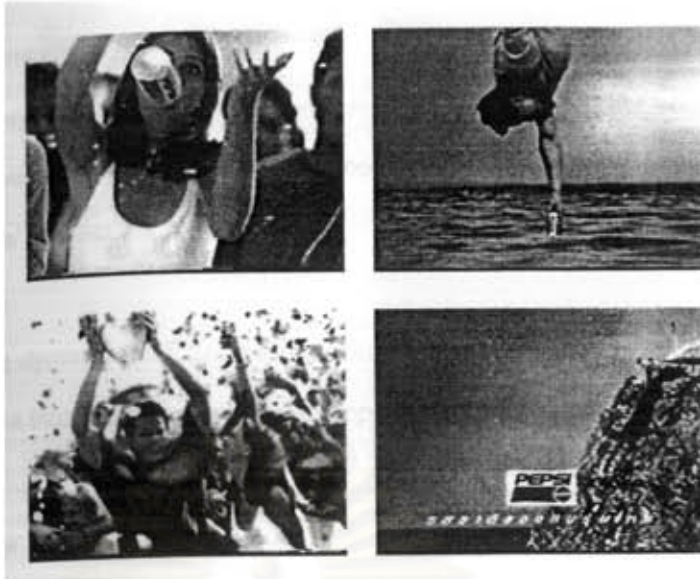
Brand personality of this commercial is dramatized through user imagery approach to enhance consumers that Pepsi is an attentive beverage.

The Audience	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3								+						+	+	
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								5						5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "The Audience" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A cliff diving competition where countless people gather to witness the exciting moment.
Audio: Music intro
2. Visual: Champion from the previous year jumps off the cliff.
3. Visual: Main male and female characters are among audiences.
4. Visual: Main female character accidentally drops Pepsi can off the cliff.
5. Visual: Both main characters look at each other.
6. Visual: A can slowly falls down.
7. Visual: A main male character jumps off the cliff while the main female character looks amazed.
8. Visual: The main male character successfully catches Pepsi can.
9. Visual: The judge gives the perfect scores.
10. Visual: The main male character wins and is cheerfully congratulated by main female character.
11. Visual: The previous year champion jumps off again. / logo / super

48. Title : Diver

Year: 1995

Duration: 30 sec.

Concept: Teenager's lifestyles.

The television commercial employs humorous story line to spark young adults' interest as well as position Pepsi as an animated beverage. It conveys youth targets to see Pepsi as a beverage for young and dynamic consumers. The story line of young energetic man bravely dives form the cliff to impress young woman dramatizes that Pepsi drinkers are daring and adventurous.

Scene of the main character drinks Pepsi at the competition site suggests that Pepsi is an appropriated drink for outdoor activities, which meet lifestyles of energetic consumers.

Target: Young consumers.

With animated story line, this particular commercial is aimed to attract young consumers who usually live a dynamic and colorful life. This commercial employs adventurous activity to meet with youth targets' interest.

Presenter: Young dynamic man and woman are chosen to represent energetic prospect youth targets. They are intentionally employed to appeal to typical youth with active look.

Location: Outdoor location is designed to harmonize with the story line of cliff diving competition. The selected location signifies Pepsi's outdoor availability.

Logo: New Pepsi rectangular shaped logo.

Super: "Taste of new generation" in Thai.

Language: No specific dialogue is presented as main emphasis is on the compelling music score.

Music: An arousing music score is organized to consist with the exciting story line. The music supportively stimulates consumers to pay attention to the commercial.

Brand reminding devices: None

Brand personality: Adventurous personally is signified through the self expression model which consumers see a brand as vehicle to express a part of their self-identity and lifestyles with the arousing story line.

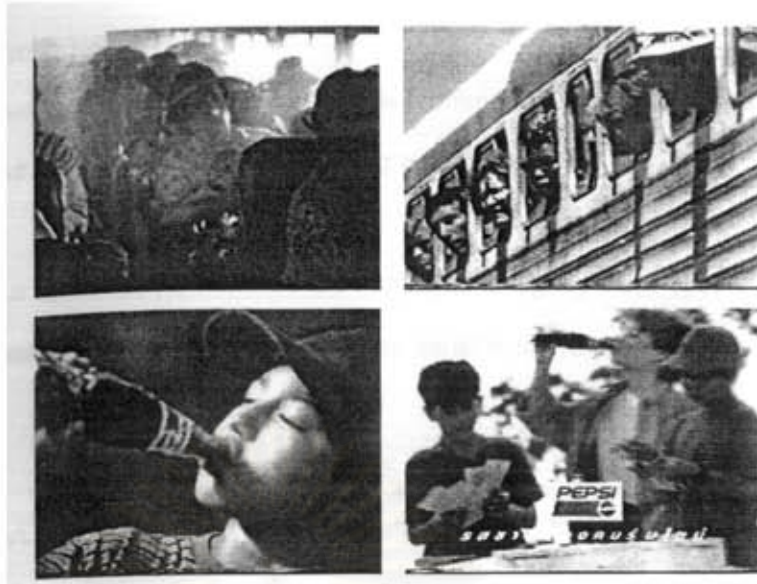
Brand personality of this commercial is dramatized through executional elements approach of the exciting story line, and choice of music to enhance consumers that Pepsi is a beverage for adventurous consumers.

Diver	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1		+												+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4								+						+		+
Judge # 5		+												+		+
TOTAL		4						1						5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Diver" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A tour bus runs into a desert mountain location where all people are sweating and suffering from heat.
Audio: MVO : "We are going through the deadly mountain with as high as 120° F temperature."
2. Visual: Group of young boys sees the bus and run to release a giant turtle from cage.
3. Visual: A giant turtle walks on the road to block the bus.
4. Visual: As the bus stops, the boys with handful of Pepsi sit beside the bus.
5. Visual: As the boy opens bottle of Pepsi, tourists on the bus beginning to pay attention to him.
6. Visual: The boy slowly drinks Pepsi.
7. Visual: Tourists look at the boy with thirsty expression.
8. Visual: Boys look at tourists and point at bottles of Pepsi.
9. Visual: The tourists show their intention to get ice cold Pepsi.
10. Visual: Group of boys brings out Pepsi cases to sell to the tourists.
11. Visual: Tourists purchase and pleasantly drink Pepsi.
12. Visual: The boys count money, which they earn from selling Pepsi. They joyously drink Pepsi. / logo / super

49. Title : Bus

Year: 1995

Duration: 30 sec.

Concept: Refreshment.

The television commercial employs adorable characteristic of young children to attract prospect consumers. Scene of people asking for Pepsi dramatizes Pepsi as a definite beverage preferred by numerous consumers. It conveys that consumers widely accept Pepsi as an efficient drink to overcome heat and dehydration. Pepsi's popularity and magnificent attributes are the most important key message to be promoted to prospect targets.

Target: Young consumers.

General consumers are the primary target this commercial aims to capture through animated story line and adorable appearance of young presenters.

Presenter: Various age ranges presenters are employed to signify that Pepsi is everyone's favorite beverage. Featuring young presenters creates sentimental relation between the brand and consumers.

Location: A desert mountain location is exclusively chosen to harmonize with the concept to demonstrate Pepsi's magnificent attribute to efficiently overcome heat and dehydration. Without this appropriated location, the main concept could possibly be dramatized.

Logo: New Pepsi rectangular shaped logo.

Super: "Taste of new generation" in Thai.

Language: This commercial uses only visual elements to communicate all core concepts.

Music: A jazz style music score is designed to create interesting atmosphere for the commercial.

Brand reminding devices: None

Brand personality: Refreshing personality is evoked through the functional benefit representation, which the brand personality serves as a vehicle to represent and cue functional benefits and product attributes effectively. With refreshing personality, the commercial positions Pepsi as an exhilarated beverage for enlivening people.

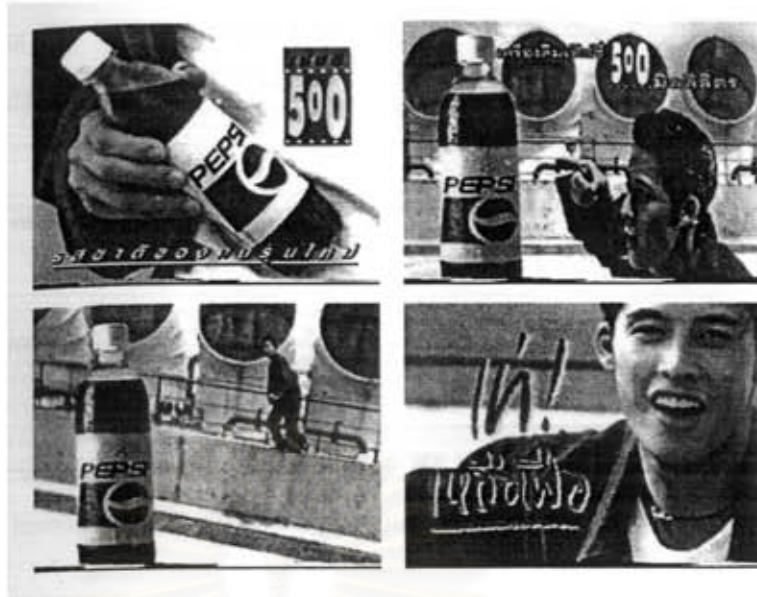
Brand personality of this commercial is emphasized through executional elements such as thrilling story line and dynamic choice of music to convey Pepsi as a truly refreshing drink for energetic consumers.

Bus	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1		+												+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4												+		+		+
Judge # 5		+												+		+
TOTAL		4										1		5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Bus" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A young man in blue cloth with hot expression
Audio: MVO : "Definitely Cool."
2. Visual: A bottle of New Pepsi 500.
Audio: MVO : "New Pepsi 500."
3. Visual: A young man actively moves around.
4. Visual: A man points to a bottle.
5. Visual: A man joyously drinks Pepsi.
6. Visual: As he drinks Pepsi.
7. Visual: He drinks Pepsi with refreshing expression. / logo / super
Audio: Pepsi 500...It is definitely refreshing.

50. Title : Pepsi 500

Year: 1995

Duration: 15 sec.

Concept: New product.

The objective of this commercial is aimed to inform prospect concept of the new introducing size. The commercial connotes Pepsi's significant attribute to fresh up all consumers. It also signifies contemporary image to prospect young target.

Target: Young consumers.

Young consumers are encouraged by this commercial to induce trial of new Pepsi 500. It also intentionally aims to suggest young consumers to consider Pepsi 500 as a trendy choice.

Presenter: An energetic good looking young man with dynamic action is chosen to reinforce a percept that Pepsi is a suitable drink for youth.

Location: Outdoor location is designed to supportively position Pepsi as an active beverage for modernistic consumers.

Logo: New Pepsi rectangular shaped logo.

Super: “Taste of new generation” in Thai.

Language: A dialogue is exclusively aimed to generate a descriptive information to connote Pepsi as an energetic beverage for contemporary consumers.

Music: An arousing music score is designed to signify a main concept to generate awareness among target group.

Brand reminding devices: The main presenter is designed to dress in Pepsi's identity blue color.

Brand personality: Energetic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles.

Brand personality of this commercial is signified through user imagery approach to enhance Pepsi's dynamic image.

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Pepsi 500	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1	+													+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4	+													+	+	
Judge # 5	+												+		+	
TOTAL	3							1	1				1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Pepsi 500" commercial employs demonstration execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Young energetic girl.
Audio: MVO : "Wanna change?"
2. Visual: Group of young girls is chatting.
Audio: Music
3. Visual: Two teenagers in weird cartoon outfits holding a signage of "The world is changing."
4. Visual: Fried egg with star shape turns to blue color.
5. Visual: Numerous papers are written "changing".
6. Visual: Group of young girls in evening gown dresses walk down the street. / logo

51. Title : Change 1

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of young consumers are dominantly employed to position Pepsi as a truly beverage for young target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates

interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

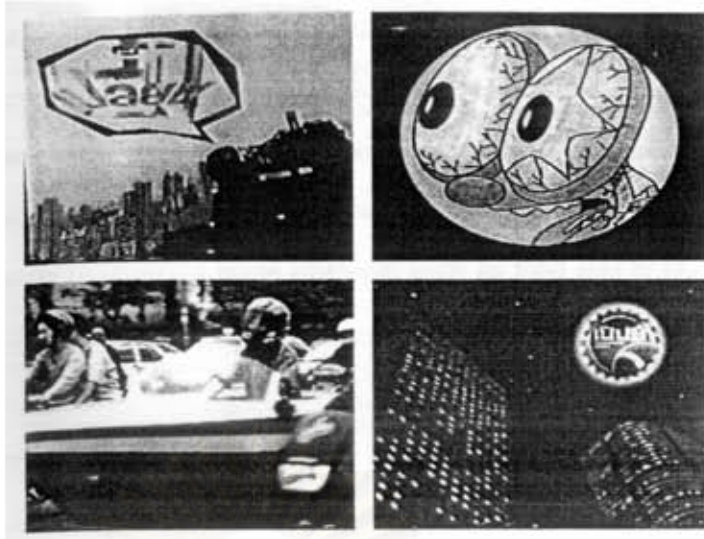
Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+										+		+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		5		5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 1" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A super "change" appears on building background.
Audio: Music intro
2. Visual: A small boy is talking on the telephones.
Audio: MVO : "When we want to change...we change."
3. Visual: Group of teenagers dance.
Audio: MVO : "Just a new stuff."
4. Visual: Cartoon characters.
5. Visual: Two teenagers use their hand to walk instead of legs.
Audio: MVO : "Do you want to change?"
6. Visual: Motorcycle in a shape of blue speedboat.
Audio: MVO : "Change...when it is a time to change...we change."
7. Visual: Top of the building at night and Pepsi old logo cap turns into a new logo.

52. Title : Change 2

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of young consumers are dominantly employed to position Pepsi as a truly beverage for young

target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and the extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color dominantly becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 2" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Radio channel is changed.
Audio: MVO : "Change."
2. Visual: Group of teenagers put on weird looking masks.
Audio: Music
3. Visual: Blue color dog with super "change".
4. Visual: Blue speedboat shaped motorcycle.
5. Visual: Large super of "change".
6. Visual: A boy with signage "I always change".
Audio: MVO : "I already change".
7. Visual: Teenagers in funky clothes.
8. Visual: Red roses turn blue.
9. Visual: Teenager boy pays respect to telephone booth.
10. Visual: Old logo cap changes into new logo.

53. Title : Change 3

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of

young consumers are dominantly employed to position Pepsi as a truly beverage for young target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 3	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 3" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A shaved head teenager boy dresses in funky dress with his hair dyed in blue color.
Audio: MVO : "Everything in the world is changing."
2. Visual: Super "Change".
3. Visual: Pink color hair turns to blue.
Audio: MVO : "Change".
4. Visual: Lots of "change" supers on top of building.
5. Visual: Teenager boy is talking.
Audio: Boy : "Let's change now".
6. Visual: Red traffic light turns blue.
7. Visual: Fried egg turns blue.
8. Visual: Teenager boy.
9. Visual: Dog turns into blue color.
Audio: MVO : "Change...change".
10. Visual: Previous logo on cap slowly changes to a new one.

54. Title : Change 4

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of young consumers are dominantly employed to position Pepsi as a truly beverage for young target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit end color of props featuring in this commercial are in blue color.

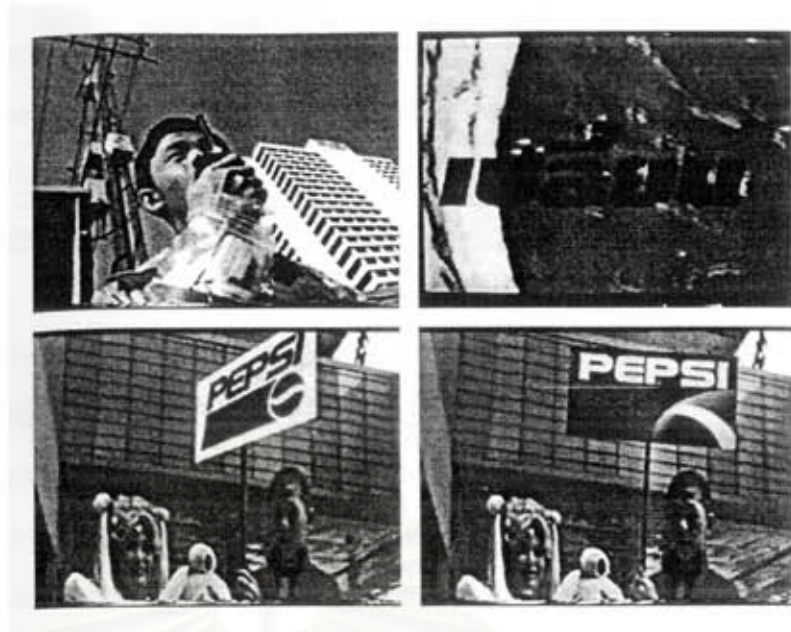
Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 4	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 4" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Television screen.
Audio: MVO : "Change...change...change".
2. Visual: Teenager boy with super "change" on blue screen television.
3. Visual: Yellow flower turns blue.
Audio: MVO : "When it is going to change...let's change."
4. Visual: Young teenager boys are playing skate boarding.
Audio: MVO : "Change...change".
5. Visual: Woman puts on blue color lipstick.
6. Visual: Teenager boy and girl in weird outfits. / previous logo changes to a new one.

55. Title : Change 5

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of young consumers are dominantly employed to position Pepsi as a truly beverage for young target. This commercial is designed with a quick editing technique, which numerous scenes of

young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 5	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 5" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Group of teenager girls cheer.
Audio: Music
2. Visual: The teenager boys use hands to walk instead of legs.
Audio: MVO : "Change into a new style."
3. Visual: A tree turns up side down.
Audio: MVO : "Change...change...change."
4. Visual: Group of teenager boys plays music.
5. Visual: "Change" super.
Audio: MVO : "Keep changing."
6. Visual: Blue watermelon.
Audio: MVO : "Change...change...change."
7. Visual: Teenager boy talks to a dog.
Audio: MVO : "Everything in the world is changing."
8. Visual: Old Pepsi can is replaced by the new one.

56. Title : Change 6

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of

young consumers are dominantly employed to position Pepsi as a truly beverage for young target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

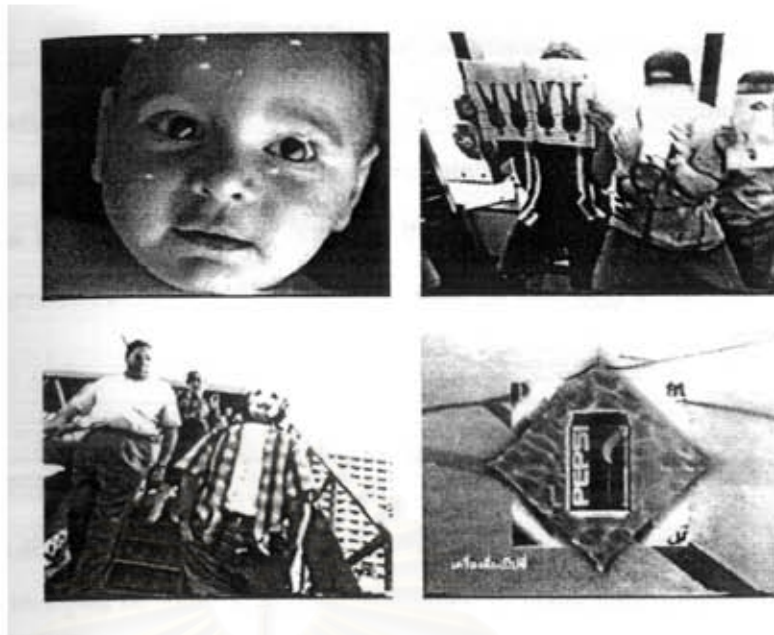
Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 6	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 6" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Toddler boy is talking.
Audio: Boy : "Wanna try a new thing?"
2. Visual: Young teenager boy cheerfully dances.
3. Visual: Teenager boy pays respect to television booth.
4. Visual: Teenager boy talking on telephone while talking.
Audio: MVO : "Change...change...change"
5. Visual: Basketball turns into blue color.
Audio: MVO : "Change...change...change"
6. Visual: Young teenager boy walks backward.
7. Visual: Old Pepsi can is changing to a new logo.

57. **Title : Change 7**

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of young consumers are dominantly employed to position Pepsi as a truly beverage for young

target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 7	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+	+	
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 7" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A can on top of building with "change" super.
Audio: MVO : "Everything can be changed."
2. Visual: Group of teenager boys skating into a swimming pool.
3. Visual: Teenager boys are chatting.
Audio: MVO : "If you don't want to be out of dated...you must change."
4. Visual: Red fire water host turns blue.
Audio: MVO : "We can change."
5. Visual: Teenager listens to radio under water.
6. Visual: Team skating under water with super "change".
Audio: MVO : "Want to change."
7. Visual: Old Pepsi can turns into new logo.

58. Title : Change 8

Year: 1996

Duration: 15 sec.

Concept: New identity.

The objective of this television commercial is to announce a launching of new Pepsi identity. As Pepsi had conducted research which key finding suggests Pepsi to change its identity to successfully attract prospect consumers. Instead of featuring white, red, and blue color for its identity, research finding recommends Pepsi to emphasize only on the electric blue color. This electric blue color is believed to represent energetic lifestyles of young prospect consumers. As a result, the "Pepsi Project Blue" is organized to promote this significant change.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. Active lifestyles of

young consumers are dominantly employed to position Pepsi as a truly beverage for young target. This commercial is designed with a quick editing technique, which numerous scenes of young consumers' lifestyles are cut back and forth. This technique spectacularly stimulates interest of young consumers. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents some elements such as fried egg in blue instead of its original color.

Target: Young consumers.

Although the new identity launch campaign is appropriated to mass target, this commercial employs spectacular lifestyles of youth to dominantly appeal to mass young consumers. It is because these young consumers are the prospects who actively respond to the change. As young consumers' lifestyles are dominantly featured, young consumers are encouraged to perceive Pepsi as the definite brand for them.

Presenter: Various types of young presenters are exclusively chosen to consist with the story line and the commercial's concept to deliver significant message to young target. These young presenters are occupied in youth oriented activities such as dressing up in extraordinary outfits.

Location: Diverse indoor and outdoor locations are elaborately designed to meet with the active story line and energetic lifestyles of the prospect young target.

Logo: The new Pepsi globe logo is presented in a form of bottle cap.

Super: None

Language: Since the visuals of this commercial are cut back and forth, no specific dialogue is featured. Only a word "change" is repeatedly presented.

Music: Funky music scores are designed to harmonize with the dynamic story line and extraordinary editing technique. The music score is also presented in quick cutting styles to spark interest of prospect consumers.

Brand reminding devices: As the commercial attempts to convey a message of new Pepsi identity change which blue color becomes the dominant identity color, outfit and color of props featuring in this commercial are in blue color.

Brand personality: Energetic personality is dramatized through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the arousing story line and active presenters employed.

Brand personality of this commercial is signified through executional elements approach of the enthusiastic story line, and choice of enlivened music to enhance young consumers to perceive Pepsi as a definite beverage for them.

Change 8	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1			+											+		+
Judge # 2											+		+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3		1								1		4	1	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Change 8" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Group of teenagers is drinking Pepsi.
2. Visual: Someone asks the main male character.
Audio: MVO : "Hey! As you change to drink Pepsi, is there anything else you want to change?"
3. Visual: The main male character replies.
Audio: Man : "I want to become a soap to touch Claudia Schiffer when she is taking a shower.
4. Visual: Claudia walks in bathrobe with Pepsi in her hand.
5. Visual: The main male character becomes soap.
6. Visual: Claudia drinks Pepsi.
7. Visual: A soap joyously smiles.
8. Visual: An overweight old lady suddenly runs to take a shower.
9. Visual: A soap painfully cries.
10. Visual: Claudia drinks Pepsi. / logo / super

59. Title : Soap on the Rope

Year: 1997

Duration: 30 sec.

Concept: Teenager's lifestyles.

The television commercial employs humorous story line to attract young prospect consumers. It also endorses famous supermodel, Claudia Schiffer to spark interest as well as to stimulate consumers to associate the brand with Claudia's popularity. As the commercial signifies several drinking scenes of Claudia, prospect consumers are enhanced to see Pepsi as a premium brand. Showing super model drinking Pepsi also supportively changes consumers' perception toward soft drink as a drink, which could possibly make people gain weight.

Target: Young consumers.

With animated story line, and appearance of teenager, young consumers are primary targets of this commercial.

Presenter: To attract young consumers, this commercial endorses famous supermodel to help delivering main message of the commercial.

Location: The animated location is designed to create a look and feel that is consistent with the concept.

Logo: New Pepsi rectangular shaped logo.

Super: "Finally...Pepsi is always a choice" in Thai.

Language: No specific dialogue is presented because the main emphasis is on visual element.

Music: An arousing music score is specially designed to attract target consumers as well as create an exciting feeling.

Brand reminding devices: None

Brand personality: Animated personality is signified through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the humorous story line endorsement of the supermodel.

Brand personality of this commercial is dramatized through executional elements approach of the animated story line and choice of arousing music to enhance consumers to perceive Pepsi as a lively brand.

Soap on The Rope	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5		+												+		+
TOTAL		1							4					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Soap on The Rope" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A movie Star Wars is shown in a movie theater, where numerous audiences are watching.
2. Visual: A little boy drinks Pepsi and makes an annoying sucking noise.
3. Visual: The devil from the Star Wars movie gets angry.
4. Visual: The devil uses its power to smash the boy's Pepsi plastic glass.
5. Visual: An old theater staff man comes out to protect the boy.
Audio: Man : "Don't you dare to tease the boy."
6. Visual: They begin to fight with electronic laser weapons.
7. Visual: People get so excited and thrilled.
8. Visual: The laser ray from the weapons accidentally cut off the audiences' hair.
9. Visual: A boy with an amazing look. / logo / super

60. Title : Star Wars

Year: 1997

Duration: 30 sec.

Concept: Teenager's lifestyles.

The object of this television commercial is to inform consumers of Pepsi's sponsorship of the reedited version of everyone's favorite movie, "Star Wars". It employs compelling and animate story line to associate the brand to a popular image of the movie. With the demonstration scenes of people drinking Pepsi while watching movie, this commercial attempts to induce consumers to develop drinking habit in movie theater.

Target: Young consumers.

As Star Wars is a well known and popular movie for worldwide people, thus commercial uses its popularity to attract all types consumer.

Presenter: Character who is popular among all Star Wars lover is exclusively chosen to attract prospect consumers.

Location: As Star Wars movie is the main emphasis, the chosen location is a movie theater to stimulate consumers to develop drinking habit while pleasantly enjoy movie.

Logo: New Pepsi rectangular shaped logo.

Super: None

Language: As the commercial emphasizes on the fighting scene, no specific dialogue is included.

Music: An arousing music score is specially designed to attract target consumers as well as create an exciting feeling.

Brand reminding devices: None

Brand personality: Adventurous personality is signified through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the spectacular story line of the Star Wars movie.

Brand personality of this commercial is dramatized through executional elements of the exciting movie to convey Pepsi as a dynamic brand.

Star Wars	Creative Execution Styles												Appeal		Strategy source	
Advertising Expert	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Judge # 1									+					+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4		+												+		+
Judge # 5		+												+		+
TOTAL		4							1					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Star Wars" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Teenager man skates boarding.
Audio: Music
2. Visual: Group of teenagers in fashionable outfits.
3. Visual: Super : "Generation Next" in Thai.
4. Visual: Teenagers lively dance.
5. Visual: Teenagers excitingly surf.
6. Visual: Young boy practices boxing.
7. Visual: Group of teenagers with the super "Generation Next."
8. Visual: Teenagers actively dance.
9. Visual: Teenagers skateboard over Pepsi can.
10. Visual: Teenager girls in extraordinary outfit.
11. Visual: Super : "Future"
12. Visual: Cowboys rides horse in a city.
13. Visual: Group of teenagers lay down on Pepsi logo.
14. Visual: Teenagers in cutting edge action.
15. Visual: Super : "Because we are Generation Next."
16. Visual: Female waitress serves Pepsi.
17. Visual: Teenagers in active activities. / logo / super

61. Title : Move Over

Year: 1997

Duration: 30 sec.

Concept: Teenager's lifestyles.

The objective of this television commercial is to position Pepsi as a beverage for young and modernistic consumers. To successfully achieve this objective as well as to capture attention from young prospect target, this commercial employs numerous extreme youth's habit, fashion,

and lifestyles. The color schemes of this commercial are designed with very bright and striking tone to consist with the dynamic lifestyles of youth.

In order to associate the brand to youth target, choices of presenter's wardrobe are also an important element to efficiently persuade the prospect target. As a result, stylish and provocative wardrobes are exclusively chosen to supportively stimulate perception that Pepsi is a truly choice of new generation.

Target: Young consumers.

As the commercial significantly features extreme lifestyles of fashionable youth, young consumers who are trendy with cutting edge activities are emphasized.

Presenter: Young energetic presenters are employed to consist with the fashionable story line and objective to make this commercial appeal to youth target. They all have extraordinary looks, which are ideal images for typical young consumers.

Location: The dynamic location is designed to create a look and feel that is consistent with the compelling story line.

Logo: Generation Next and Pepsi globe logos in English.

Super: "Generation Next" in English.

Language: No specific dialogue is presented as the main concept is emphasized on the compelling visuals.

Music: Exciting music is exclusively designed to spark interest of consumers.

Brand reminding devices: Some of the characters are designed with Pepsi's identity blue color wardrobe.

Brand personality: Energetic personality is signified through the self expression model which consumers see the brand as vehicle to express a part of their self identity and lifestyles with the compelling story line and extreme lifestyles of young presenter.

Brand personality of this commercial is dramatized through user imagery approach to enhance consumers to perceive that Pepsi is a young and modernistic brand through action of the presenters employed in the commercial.

Move Over	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2											+			+		+
Judge # 3								+						+		+
Judge # 4											+			+		+
Judge # 5											+			+		+
TOTAL								1			4			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Move Over" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** Spice Girls cheerfully dance.
Audio: Music
2. **Visual:** Spice Girls actively move around the place.
3. **Visual:** Spice Girls dance.
4. **Visual:** Drinking shot of Spice Girls.
5. **Visual:** Spice Girls continuously dance.
6. **Visual:** Spice Girls show Pepsi cans in their hands.
7. **Visual:** Spice Girls cheerfully dance and sing.
8. **Visual:** Spice Girls drink Pepsi. / logo / super.
Audio: Pepsi taste of new generation.

62. **Title : Spice Girls**

Year: 1997

Duration: 30 sec.

Concept: Music.

This commercial endorses Spice Girls who is ranked among the world's popular teen idol to signify a perception that Pepsi is a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes Pepsi's popularity among young target is equivalent to Spice Girls. It dramatizes that when the superstar chooses Pepsi as the distinguished choice, consumers are assured of Pepsi's premium quality and trendy image.

With Spice Girls' well-known reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category. It connotes Pepsi is what young and modern consumers should consider as their choices.

This commercial symbolizes that Pepsi's popularity among young target is equivalent to Spice Girls. It dramatizes that when the world's number one band choose Pepsi as its distinguish choice, consumers are assumed that Pepsi is a premium and trendy product. With reputation of Spice Girls as the number one in music industry, young consumers are enhanced to perceived Pepsi as the leading in soft drink category as well.

Target: Young consumers.

With endorsement of Spice Girls and emphasis on music activities, which are among the most appealing topic among youth target, this commercial primarily aims to young prospect consumers.

Presenter: The world's favorite Spice Girls is endorsed to reinforce Pepsi's concept of being a popular beverage among young and modern consumers. Superstar appearance efficiently motivates youth target to associate Pepsi with the position of the leader in soft drink category.

Location: An outdoor location selected to harmonize with the active characteristic of Spice Girls. Their powerful performances are definitely inappropriate to be limited in studio setting.

Logo: Generation Next and Pepsi globe logos in English.

Super: "Pepsi Generation Next" in English.

Language: No specific dialogue is presence because the major emphasis is on the music powerfully performed by Spice Girls

Music: Spice Girls' most popular song is featured to magnificently signify Pepsi as a definite drink for young consumers.

Brand reminding devices: Pepsi logo tattoo on Spice Girls' hand and on the background screen where Spice Girls are dancing.

Brand personality: Popular personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. With the arousing story line and a presence of Spice Girls, this commercial suggests Pepsi as a beverage to bring young target closer to popular status.

Brand personality of this commercial is emphasized through endorser approach, which symbolic of the brand is transferred to consumer through popular and powerful performance of Spice girls.

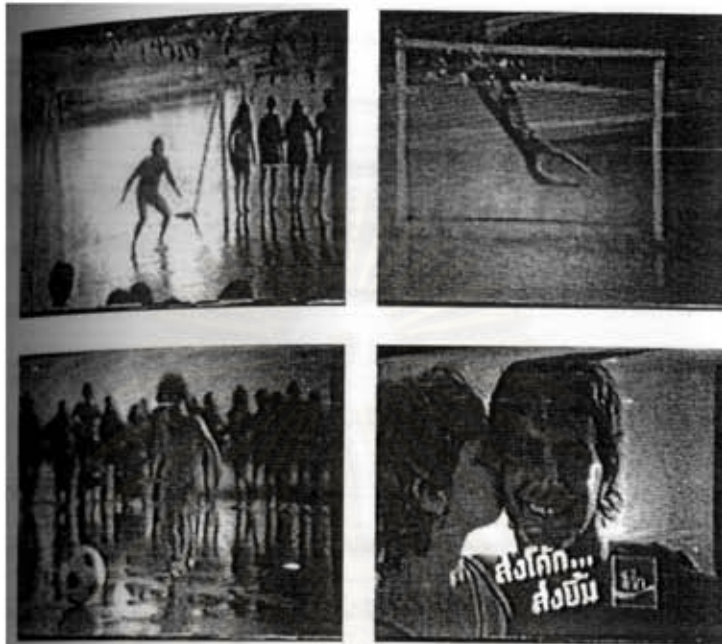
Spice Girls	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4									+					+		+
Judge # 5									+				+			+
TOTAL									5				1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Pepsi's "Spice Girls" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

1. Content analysis of individual television commercials.

1.2. Analysis of Coca-Cola television commercials from year 1982 – 1997



1. Visual: A Soccer goal in red T-shirt passes a ball to teammate at a beach.
Audio: Music intro
2. Visual: Two women carry Coca-Cola cooler along a beach.
3. Visual: People cheer as a goal could catch the ball.
4. Visual: A hand picks up Coca-Cola bottle.
5. Visual: Soccer competition.
6. Visual: A goal drinks Coca-Cola.
7. Visual: A goal charges a ball.
8. Visual: As the competition is over, a small toddler is going to kick a ball towards the goal.
9. Visual: A woman joyously looks at the incident.
10. Visual: A goal turns to hint a woman that he is going to let the boy wins.
11. Visual: As a boy kicks a ball, people excitingly cheer.
12. Visual: A goal pretends to miss the ball. He also pretends to look confused.
13. Visual: A boy is happy and people cheer him.
14. Visual: A goal drinks Coca-Cola with refreshing expression.
15. Visual: He joyously holds a boy in one hand and Coca-Cola in one hand. A boy kisses a goal.

1. Title: Beach Ball

Year: 1982

Duration: 30 sec.

Concept: Sport.

With scenes of male character is delightfully cheered by his friend at the soccer game, the objective of this commercial is to position Coca-Cola as a source of happiness. Portrayal of all presenters having a good time and drinking Coca-Cola signifies Coca-Cola as a beverage to be consumed and shared at joyous moment. Scene of main male character celebrates his triumph after drinking Coca-Cola dramatizes that Coca-Cola is one of the significant factors which contributes to the victory. The commercial encourages all consumers to develop a perception that Coca-Cola is an appropriate drink for enjoyable moment and sport related activities. The sport event scene supportively urges consumers to develop new drinking habit by including Coca-Cola as a part of their outdoor activities.

Target: General consumers.

Coca-Cola attempts to create this commercial to appeal to general consumers. Teenager group is captured through scenes of sport activity and lifestyles of typical teenagers. The general consumers are attracted by adorable appearance of a kid with the touching ending.

Presenter: Using all foreign talents of both genders with emphasis of main male character and small toddler boy. The small boy supportively generates a positive attitude towards the product.

Location: A beach, typical place where people pleasantly gather is selected to be familiar with general consumers. As beach is well known to be a place where happiness, fun, and enjoyment are initiated. It is a proper place to position Coca-Cola as a happiness source.

Logo: Coca-Cola red & white rectangular shape logo in English.

Super: "Share Coke...share smile" in Thai.

Language: No dialogue is presence as the emphasis is on the touching music.

Music: A sentimental music song is significantly designed to attract general consumers.

Brand reminding devices: Coca-Cola cooler is presented with Coca-Cola's red identity color on wardrobes of presenters.

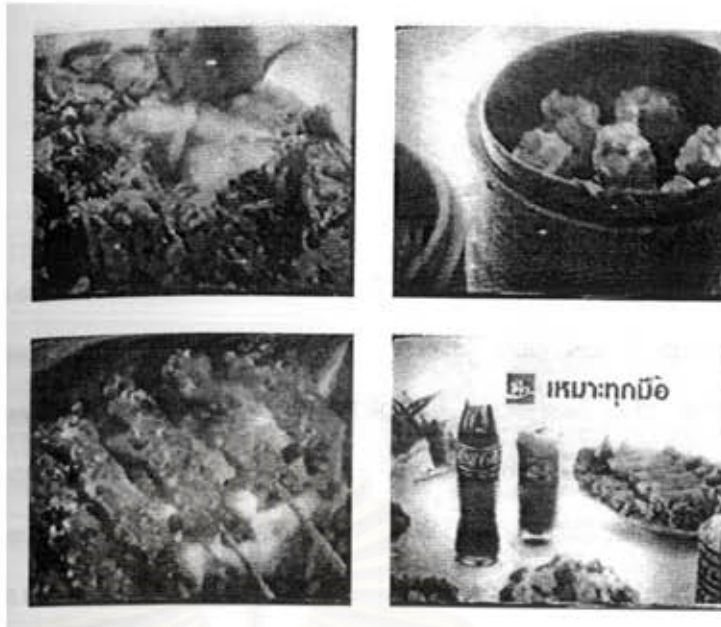
Brand personality: With the jubilant story line, which signifies Coca-Cola as a source of happiness moment, joyous personality is generated through self-expression model which consumers see the brand as vehicle to express a part of their self-identity, and lifestyles. As the story line attempts to symbolize that Coca-Cola is an enjoyment creator, consumers are enhanced to see Coca-Cola as a brand to associate them with the joyous image.

Brand personality of this commercial is emphasized through executional elements approach such as choice of delighted choice of music, and festive story line to convey consumers that Pepsi is an enlivening beverage.

Beach Ball	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2								+						+		+
Judge # 3											+			+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								3			2			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Beach Ball" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Coca-Cola bottle in ice with red logo on background.
Audio: Music
2. Visual: Three Coca-Cola bottles are swinging.
3. Visual: Dish of Pork satay.
4. Visual: Coca-Cola cap is turned.
5. Visual: Dish of Som Tom
6. Visual: Dish of Dim Sum.
7. Visual: Coca-Cola bottle.
8. Visual: Dish of spring roll.
9. Visual: Bowl of Tom Yum.
10. Visual: Dish of spicy fried fish.
11. Visual: Coca-Cola is poured in contour shaped glass.
12. Visual: Close up shot of Coca-Cola Thai logo on bottle.
13. Visual: Bowl of noodle.
14. Visual: Dish spicy stir-fried.
15. Visual: Coca-Cola bottles.
16. Visual: Bowl of noodle.
17. Visual: Dish of satay.
18. Visual: Dish of Dim Sum.
19. Visual: Coca-Cola bottle.
20. Visual: Dish of Larb.
21. Visual: Dish of Thai food.
22. Visual: Dish of fried fish cake.
23. Visual: Coca-Cola bottles in middle of foods, / logo / super

2. Title: Food 1

Year: 1982

Duration: 30 sec.

Concept: Food.

As the main object of this television commercial is to convey that Coca-Cola is delicious and suitable to be consumed with all types of food, no specific story line is presented in this commercial. Only several food scenes are highlighted back and forth with Coca-Cola throughout the entire commercial. Countless types of food from different countries and regions are fascinatingly presented to demonstrate Coca-Cola's appetite attribute. The commercial aims to signify that with Coca-Cola, every food will be guaranteed with satisfaction taste.

Target: General.

As the commercial aims to promote Coca-Cola's appetite, this commercial intentionally communicates to all consumers.

Presenter: No live presenter is presence because the entire commercial emphasizes on various styles of foods.

Location: To focus on appealing of food, indoor studio is set to control appearance of all food.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is suitable for all meals" in Thai.

Language: No specific dialogue is presented.

Music: No lyric part is presence in the active music for this commercial.

Brand reminding devices: Coca-Cola's identity red color is reinforced throughout the commercial's red and orange color scheme.

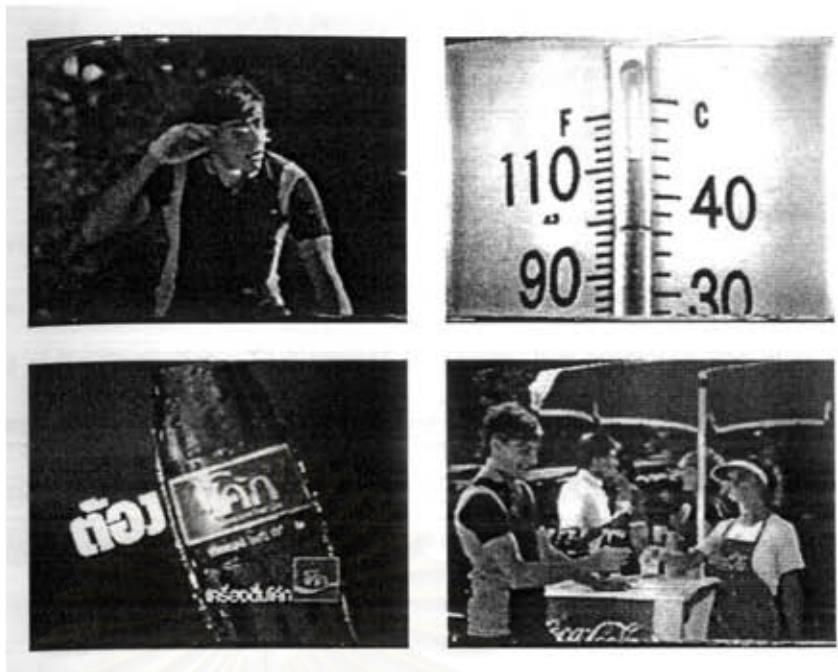
Brand personality: With employment of numerous food styles, satisfied personality is generated through self-expression model which consumers see the brand as vehicle to express a part of their self identity, and lifestyles. As the story line attempts to symbolize Coca-Cola as a suitable beverage for all types of food, consumers are enhanced to perceive Coca-Cola as a brand to bring satisfaction taste to all foods.

Brand personality of this commercial is emphasized through executional elements to convey consumers that Coca-Cola is a suitable beverage for all types of food.

Food 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1	+													+	+	
Judge # 2	+												+		+	
Judge # 3											+			+		+
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	4										1		3	2	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Food 1" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Coca-Cola cap is opened.
Audio: Music
2. Visual: A man steps into a car and drinks Coca-Cola, while female friend admiringly looks at him.
3. Visual: Coca-Cola Thai logo on the bottle.
4. Visual: A cyclist rides a bicycle with heat expression.
5. Visual: A hand puts Coca-Cola bottle in ice.
6. Visual: Teenagers purchase Coca-Cola at a booth on a beach.
7. Visual: Friend passes Coca-Cola to friend.
8. Visual: Coca-Cola is poured into a glass.
9. Visual: Teenagers on two rowing boats splash water to each other.
10. Visual: A dog runs through water splash.
11. Visual: A cyclist buys Coca-Cola from a woman at the Coca-Cola cart.
12. Visual: A cyclist drinks.
13. Visual: A dog splashes water to couple sitting in a park.
14. Visual: Coca-Cola bottles.
15. Visual: Women dresses in red dresses are blown by a wind.
16. Visual: People are waiting for a bus with hot expression.
17. Visual: a mercury goes up to as high as 110° F.
18. Visual: A woman who steps out from a store is shocked to encounter a hot sunshine.
19. Visual: A man on a beach wipes out his sweat.
20. Visual: Group of teenagers on red car with hot expression.
21. Visual: At the restaurant, Coca-Cola is served.
22. Visual: Teenager boy and girl are splashing water from fountain.
23. Visual: Teenager girl drinks Coca-Cola. / logo / super

3. Title: Hot

Year: 1983

Duration: 30 sec.

Concept: Refreshment.

The objective of this commercial is to enhance a perception that Coca-Cola is a beverage to help overcoming thirst and dehydration. To successfully convey this message, the story line presents people of all ages, genders, and professions are suffering from heat and hot temperature. And then the commercial introduces the product as a magnificent solution to refresh and cool everyone down. The commercial signifies that drinking Coca-Cola could rejuvenate consumers' lives. It dramatizes that there is no other beverage to possibly compare to Coca-Cola in term of the ultimate refreshing taste. As the commercial involves all types of presenters, it signifies that Coca-Cola is everyone's favorite, which widely gains acceptance from numerous people.

Target: General consumers.

As people portrayed in this commercial are various with different ages, and professions, this commercial aims to communicate to general prospect target.

Presenter: Various people such as house wife, worker, cyclist, and friends are presented to signify that Coca-Cola is a definite product for everyone.

Location: Several outdoor locations are chosen to harmonize with the story line to connote that Coca-Cola is a beverage to overcome heat. The outdoor locations supportively generate a perception that Coca-Cola could be pleasantly enjoyed everywhere.

Logo: Ccca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence.

Music: The music is composed in Thai lyric to encourage people to share Coca-Cola with friends and those who are significant. The message connotes that Coca-Cola is a satisfied product to be chosen when thirst and heat begin to interfere with people's lives. It also signifies Coca-Cola as a source of refreshment and happiness.

"It is very extremely hot. It is heat from sunlight.

However, wherever we are and whatever we do.

There is the only one great refreshing taste.

Coke is it!...the satisfied taste. Coke is it!...the coolest drink.

Share the lively smile from the refreshing heart.

Every passing by minute...share coke with friends

for the definite real taste.

The absolute drink to overcome thirst.

Coke is it...the satisfied taste. Coke is it...the coolest drink.

Come to share Coke and share smile for the happiness.

Coke is it. Coke is it."

Brand reminding devices: Several elements such as car, and wardrobe are designed with Coca-Cola's red identity color. Coca-Cola cart and outdoor umbrella are employed as well.

Brand personality: Refreshing personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the energetic story line, the commercial suggests Coca-Cola as a beverage to help consumers regain their refreshment.

This personality is dramatized through the excutional elements approach of story line and choice of music.

Hot	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1												+	+			+
Judge # 2											+			+		+
Judge # 3											+			+		+
Judge # 4											+		+			+
Judge # 5											+		+			+
TOTAL											2	3	3	2		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Hot" commercial employs problem & solution creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Teenager boy is practicing soccer with his friend at fruit stall.
Audio: Music
2. Visual: A teenager guy who is working as a waiter to serve a tray of Coca-Cola practices his soccer skill.
3. Visual: Coca-Cola is glass.
4. Visual: Teenager boys practice soccer skill in bedroom.
5. Visual: Teenager boys practice soccer skill with balloons in a park.
6. Visual: Teenager boy uses his head to bang a ball in a swimming pool.
7. Visual: The same boy plays soccer in a soccer arena.
8. Visual: Woman in red & white stripe T-shirt cheers the match and drinks Coca-Cola.
9. Visual: Close up shot of Thai logo on bottle.
10. Visual: Teenager boys play soccer.
11. Visual: One person kicks a ball into a goal. The entire team joyously cheers.
12. Visual: The audiences cheerfully celebrate.
13. Visual: Team mate raise the wining guy who is drinking Coca-Cola.
14. Visual: The entire soccer team pleasantly poses for a camera in front of goal.

4. Title: Football

Year: 1983 **Duration:** 30 sec.

Concept: Sport.

This television commercial attempts to attract group of young consumers who are interesting in sport activities by associating the brand with the soccer related story line. As the commercial showing scenes of young consumers drink Coca-Cola while practicing soccer, young consumers are enhanced to perceive Coca-Cola as an energetic beverage to inspire young consumers for their glorious success. The compelling story line persuades young targets to develop drinking habit of using Coca-Cola to spark up their sprit and energy. Scene of young people enjoyably drink Coca-Cola while cheering sport signifies Coca-Cola as a refreshing drink to be joyously consumed at the gratified moment.

Target: Young consumers.

As sport activities and young presenters are main focus of the entire commercial, this commercial especially gears to those who are young sport lover. Concept of being determined to win the game intelligently employs to portray characteristic and attitudes of teenagers. It also aims to generate consumption habit while playing and watching the soccer game.

Presenter: The main foreign presenters are carefully chosen to meet characteristic of prospect targets, which are typical teenager with sporty look.

Location: Soccer field is chosen to consist with sport concept.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence.

Music: The music score contains an English lyric, which reinforces concept to encourage consumers to drink Coca-Cola everywhere they are.

"We can't wait for a challenging game today.

There must be Coca-Cola everywhere we go.

The real taste, the definite refreshing beverage.

Coke is it!...the satisfied taste. Coke is it!...the coolest drink.

Share the lively smile from the refreshing heart.

Every passing by minute...share Coke with friends for the definite real taste. The absolute drink to overcome thirst.

Coke is it!...the satisfied taste. Coke is it!...the coolest drink.

Come to share Coke and share smile for happiness.

Coke is it! Coke is it!"

Brand reminding devices: Coca-Cola's red identity color is featured through uniforms and outfits of all presenters.

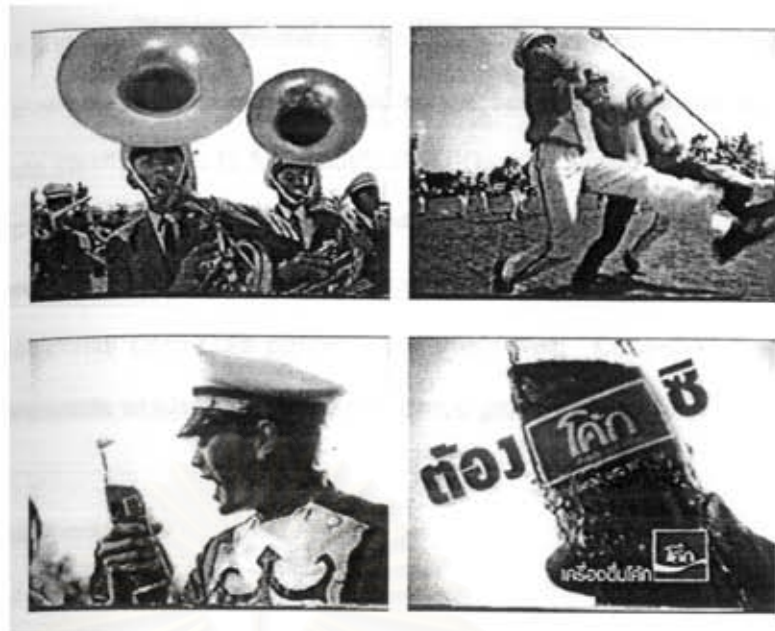
Brand personality: Energetic personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. This personality is reflected through the active story line of the commercial.

Brand personality of this commercial is emphasized through executional elements approach such as choice of active music and a living story line to convey consumers that Coca-Cola is an enlivening brand.

Football	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2								+						+		+
Judge # 3											+			+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								3			2			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Football" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Coca-Cola Thai logos on bottles.
Audio: Music
2. Visual: A drum mayor leads the marching band parade.
3. Visual: The entire parade in red & white dresses.
4. Visual: A saxophonist with sweat takes a break.
5. Visual: A hand picks two bottles of Coca-Cola out from cooler.
6. Visual: A saxophonist freshens up with Coca-Cola.
7. Visual: Close up logo & bottle.
8. Visual: The audiences joyously cheer and share Coca-Cola together.
9. Visual: A small boy tries to perform the parade.
10. Visual: Drum major forwards the stick into the air and successfully catches it.
11. Visual: The audiences cheer with Coca-Cola bottles.
12. Visual: The marching brand performs. / logo / super

5. Title: Parade

Year: 1984

Duration: 60 sec.

Concept: Happiness.

This television commercial aims to continue the perception that Coca-Cola is a drink for victorious and happiness moment. This is a story of a practicing high school marching band on a hot sunny day. As the practicing is in progress, people begin to get tired and exhausted. Then ice cold Coca-Cola is cheerfully shared among the supportive friends who show up as audiences and the marching band members. They are all freshening up because of the stimulating taste of Coca-Cola . Scene to demonstrate that Coca-Cola always meets consumer's satisfactory is dramatized when one of the saxophone players drinks even the last

drop of Coca-Cola from the bottle. After finishing the entire bottle, he then looks at the bottle with bright smile and slowly kisses the logo imprinted on the bottle. This action implies that Coca-Cola is an absolute ideally drinks to fulfil satisfaction. Several similar scenes are shown to reflect consumers' appreciation in great refreshing taste of Coca-Cola.

A concept that Coca-Cola is a center of happy moment is reinforced through scenes when the marching band that drinks Coca-Cola performs extremely well. Coca-Cola becomes a symbol of delight and enjoyable which could be shared among group of friends.

Target: Young consumers.

With presenters and sporty activity employed throughout the commercial, teenager consumers are main focus.

Presenter: As the story line is about a performance of high school marching band, most of the characters are male and female teenagers whose ages are ranked from 14-18 years. They all have energetic, active, and lively characteristics to represent Coca-Cola's happiness concept. A small boy is introduced for emotional and touching appeal.

Location: The outdoor location is selected to harmonize with the story line, which the marching band powerfully delivers the energetic performance.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence.

Music: As the story line is about a marching band, the music score is rearranged with faster tune and marching band instrument. The faster tune at the middle of the commercial stimulates consumers' excitement as well as sparks their interest. The English lyric signifies Coca-Cola as a drink for young energetic teenagers.

"Must be Coke...must be Coke.

Add the lively energy into the bright age to gloriously move forward.

Despite how much life is interfered by thirst, there must be Coke to refresh.

The real taste, the definite refreshing beverage.

Coke is it!...The satisfied taste. Coke is it!... the coolest drink.

Share the lively smile from the refreshing heart."

Brand reminding devices: Coca-Cola's red and white identity colors are presented through uniform of the marching band members and outfits of the audiences.

Brand personality: Energetic personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. This personality is reflected through the active story line of the commercial.

Brand personality of this commercial is emphasized through executional elements approach such as choice of active music and a living story line to convey consumers that Coca-Cola is an enlivening brand.

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Parade	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2												+	+		+	
Judge # 3												+		+		+
Judge # 4								+						+	+	
Judge # 5								+						+	+	
TOTAL								3				2	1	4	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Parade" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
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1. Visual: Bottle of Coca-Cola breaks through an ice
Audio: Music
2. Visual: A guy parks a red sport car in front of "Dunkin Donut" where Coca-Cola signage is presence.
3. Visual: Teenager girls drink Coca-Cola in Dukin Donut.
4. Visual: As a guy walks into Dunkin Donut, teenager girls drink Coca-Cola from glasses.
5. Visual: A guy who is drinking Coca-Cola with group of friends and Coca-Cola in background.
6. Visual: Bottles of Coca-Cola in ice.
7. Visual: Group of teenagers at beach.
8. Visual: A hand picks Coca-Cola bottle from a red cooler.
9. Visual: Woman drinks Coca-Cola.
10. Visual: Teenager boys play with Coca-Cola ball on the beach.
11. Visual: Group of teenager girls with Coca-Cola in their hands and in a cooler on the background.
12. Visual: Teenager boys run to join and drink Coca-Cola.
13. Visual: Teenager boy looks at the bottle and smiles. He slowly kisses the log.
14. Visual: At the sport stadium, a soccer player kicks a ball, while teenager guy hands Coca-Cola to his girlfriend.
15. Visual: Teenager girl buys Coca-Cola for her boyfriend.
16. Visual: Audiences cheer soccer match.
17. Visual: Teenagers are enjoying in the discotheque.
18. Visual: Musician drinks Coca-Cola.
19. Visual: Teenagers joyously dance.
20. Visual: Teenagers drink Coca-Cola. / logo / super

ศูนย์ทนายบริการ
จุฬาลงกรณ์มหาวิทยาลัย

6. Title: Teen

Year: 1984

Duration: 60 sec.

Concept: Teenager's lifestyle.

This television commercial attempts to position Coca-Cola as an essential part of teenagers' joyous lives. This is Coca-Cola's first commercial to feature scene of consumers drinking Coca-Cola indoors. It intentionally attempts to induce new drinking habit at fast food restaurant through an employment of Dunkin Donut location. With four different locations in the commercial, the commercial positions Coca-Cola as a beverage for all occasions and various places.

Target: Young consumers.

As teenagers' lifestyles are main emphasis, this commercial aims to deliver the significant concept to prospect young target.

Presenter: Group of young active Thai teenagers is chosen to transfer Coca-Cola's happiness characteristic into live.

Location: Shooting in Thailand, several places where teenagers typically hang out such as fast food, and beach are chosen to harmonize with the story line.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence.

Music: The beautiful Thai lyric is designed to persuade prospect target to consider Coca-Cola as part of their lifestyles.

"Coke is it! Despite, whatever we are doing and wherever we are,
Coke will definitely be ours. No matter which directions we are heading,
keep going...Coke is it. The real taste to overcome thirst...
Coke is it!...the satisfied taste.
Coke is it!...the coolest drink. Coke is it!...it belongs to us.
Share the lively smile and Coke to everyone.
Let's move forward where Coke will enhance our bright
and beautiful future.
Coke is it!...Coke is it!... the satisfied taste.
Coke is it!...the coolest drink. Coke is it!...it belongs to us.
Coke is it!...Coke is it!"

Brand reminding devices: Coca-Cola's red and white logos are signified through outfits of all presenters as well as the presence of Coca-Cola color, umbrella, and label.

Brand personality: Energetic personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. This personality is reflected through the active story line of the commercial.

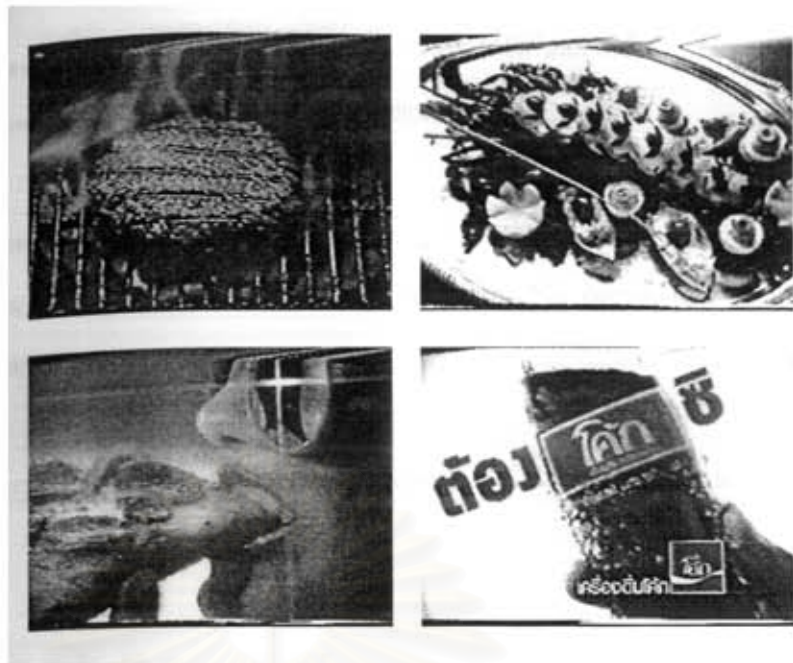
Brand personality of this commercial is emphasized through executional elements approach such as choice of active music and a living story line to convey consumers that Coca-Cola is an enlivening brand.

Teen	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+	+	
Judge # 2								+						+	+	
Judge # 3											+			+	+	
Judge # 4											+			+	+	
Judge # 5								+						+	+	
TOTAL								2			3			5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Teen" commercial employs vignettes creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
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1. Visual: Food with a flame.
Audio: Music
2. Visual: Ice cubes drop into a glass of Coca-Cola.
3. Visual: Frying a burger.
4. Visual: Tom Yum Kung.
5. Visual: Close up shot of a barbecue.
6. Visual: Close up shot of a woman's smile.
7. Visual: Grilled chicken.
8. Visual: Shrimp cocktail.
9. Visual: Bowl of noodle.
10. Visual: Thai logo
11. Visual: Cap of Coca-Cola is turned.
12. Visual: Pop corn
13. Visual: Stir-fried vegetable.
14. Visual: Pouring Coca-Cola into a contour glass.
15. Visual: A woman eats Pizza.
16. Visual: Lots of Coca-Cola bottles in ice.
17. Visual: Chinese style fried vegetable.
18. Visual: Steam fish.
19. Visual: Drinking shot.
20. Visual: Lots of bottles. / logo / super

7. **Title: Food 2**

Year: 1986

Duration: 30 sec.

Concept: Food.

The entire television commercial emphasizes on Coca-Cola attribute to generate appetites for diverse kinds of food. Repeated close up shots of female's happy smile is dramatized to

demonstrate consumers' satisfaction toward consuming Coca-Cola with meals. To successfully deliver the appetite concept, all foods are prepared in colorful appearance.

Target: General consumers.

As the commercial aims to promote Coca-Cola's appetite, this commercial intentionally communicates to all consumers.

Presenter: Only one live presenter is present because the main emphasis is the various styles of foods.

Location: To focus on food's appealing, indoor studio is set to control appearance of all foods.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presented.

Music: The music score is very serene to generate an appetizing appeal. The Thai lyric stimulates

consumers to perceive Coca-Cola as the most appropriated drink to be consumed with appetizing meal.

"Hum...hot...hum...cold...hum...tasty...hum...delicious.

Various foods with desirable taste because of Coke.

Hum...great...hum...mouthwatering.

Happy with Coke. This world is joyous.

Try Coke...the real taste...the definite refreshing beverage. Coke is it!"

Brand reminding devices: Coca-Cola's identity red color is reinforced throughout the commercial's red and orange color scheme.

Brand personality: With the employment of numerous styles of foods, satisfied personality is generated through self-expression model which consumers see the brand as vehicle to express a part of their self identity, and lifestyles. As the story line attempts to symbolize that Coca-Cola as a suitable beverage for all types of food, consumers are enhanced to perceive Coca-Cola as a brand to bring satisfaction taste to all foods.

Brand personality of this commercial is emphasized through executional elements to convey consumers that Coca-Cola is a suitable beverage for all types of food.

Food 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1	+													+	+	
Judge # 2	+												+		+	
Judge # 3	+													+	+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	5												3	2	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Food 2" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Add Carabaw plays guitar with presence of logo on background.
Audio: Music
2. Visual: All members of Carabaw band walk on a rural road.
3. Visual: Stage staffs load equipment on truck.
4. Visual: Add creates music tune out of Coca-Cola bottle.
5. Visual: Carabaw band in a recording studio.
6. Visual: Coca-Cola bottle is opened.
7. Visual: Close up shot of logo.
8. Visual: Concert stage where audiences cheerfully attend.
9. Visual: Pouring Coca-Cola into a contour glass.
10. Visual: All band members on a red convertible car which Coca-Cola logo is imprinted on the car body. / logo / super.

8. **Title: Carabaw**

Year: 1986

Duration: 30 sec.

Concept: Music.

This television commercial employs one of the most famous Thai band, Carabaw to deliver the encouragement message. The entire commercial emphasizes on activity of the band such as recording their album and socializing with others.

A touching music lyric beautifully performed by Carabaw encourages people to have faith and believe in themselves. It stimulates consumers to strive for success in their lives.

Target: General consumers.

As fans of Carabaw are mass, the target of this commercial is diverse. Simple and easy to understand story line supportively makes the commercial appeal to all targets. With countless people are presented in the concert scene, it generates a perception that Coca-Cola is a product for people of all statuses.

Presenter: The popular Carabaw band is endorsed to add attractiveness to the commercial. As Carabaw members prefer to be low profile, their appearance is considered an unexpected situation for consumers.

Location: The shooting is conducted both indoor and outdoor locations. The indoor studio is chosen to portray Carabaw's daily lives in studio. While the outdoor location is dramatized for scene of Carabaw delivers a powerful performance to spark consumers' interest.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: As performance of Carabaw is emphasized, no specific dialogue is presented.

Music: The music performed by Carabaw encourages people to overcome obstruction, disappointment, and sorrow to achieve their goals. The Thai lyric also promotes Coca-Cola as a source of happiness, and joy.

"There will be numerous dilemmas in your lives.

But despite how difficult the situation is, you do not have to worry.

Happiness and disappointment are likely to take place.

Aiming to reach for success is what we want.

Keep going with the joyous heart.

We must be patient and prepare for happiness...Coke is it!"

Brand reminding devices: Red and white convertible car with Coca-Cola logo is magnificently presented at the end scene.

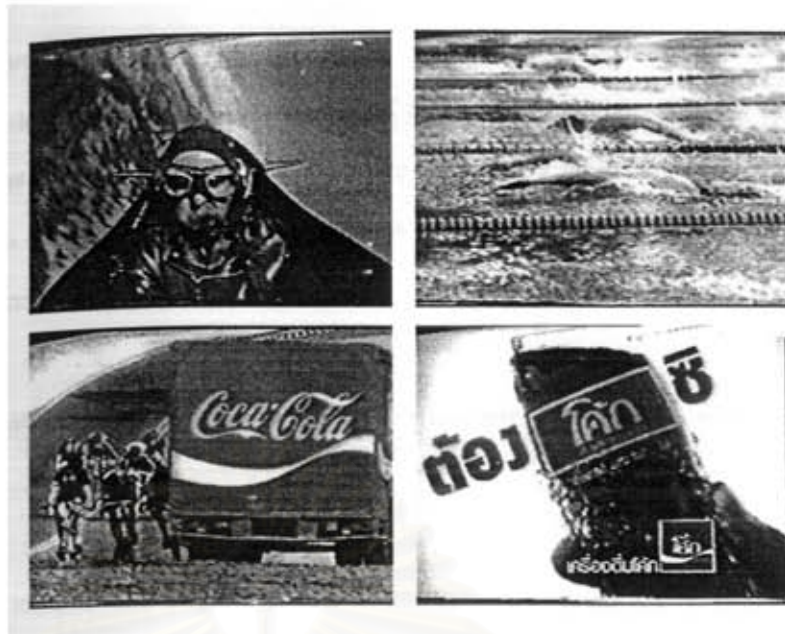
Brand personality: Encourage personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With supportive lyric, consumers are motivated to consider Coca-Cola as a brand with inspiration. This concept encourages consumers to think of Coca-Cola as a companion rather than a typical soft drink.

Brand personality of this commercial is dramatized through endorser approach, which symbolic of the brand is transferred to consumer through Carabaw's supportive characteristic.

Carabaw	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+					+	+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+				+		+	
TOTAL									5				1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Carabaw" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** A female diver dives into a swimming pool at the competition.
Audio: Music Intro
2. **Visual:** Male cyclist competes with others.
3. **Visual:** Two airplanes on a clear sky.
4. **Visual:** Swimming competition.
5. **Visual:** Bicycle competition on a road where Coca-Cola red truck is presence.
6. **Visual:** Planes fly over a stadium where audiences are drinking Coca-Cola.
7. **Visual:** Coca-Cola logo.
8. **Visual:** Swimming competition.
9. **Visual:** Planes perform on sky.
10. **Visual:** A male cyclist wins the competition.
11. **Visual:** Audiences joyously cheer with Coca-Cola.
12. **Visual:** Winning of the swimming competition.
13. **Visual:** A hand picks Coca-Cola bottles from ice cooler.
14. **Visual:** Contour glass. / logo / super

9. **Title: Sport**

Year: 1986

Duration: 30 sec.

Concept: Sport.

The story line portrays several athletes and audiences in exciting sport activities to represent exhilarated characteristic of Coca-Cola. The commercial conveys Coca-Cola as a beverage, which is suitable for adventurous activity. It encourages consumers to always include Coca-Cola in their sport activity. The commercial also delivers a supportive message to encourage athletes to strive for their victory.

Target: General consumers.

Athletes and sport lover are definite primary target of this commercial. For the sport fan targets, this commercial encourages them to drink Coca-Cola every time they view the game. For athlete targets, this commercial positions Coca-Cola as a beverage choice for people who have great determination to win.

Presenter: Physically fit and dynamic presenters are chosen to harmonize with the active story line.

Location: Foreign location with bright and colorful sky is chosen to consist with the thrilling sport activity. All selected locations definitely generate a splendid feeling for all consumers.

Logo: Coca-Cola red & white rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presented because main emphasis is on compelling song and active story line.

Music: The music tune is composed with exciting beat to harmonize with the thrilling sport activities. The Thai lyric also encourages people to unhesitatingly chase their dreams.

"Going forward on the realistic road.

Both genders are determined to reach the desired destination.

We must not easily surrender to the aggressive competition.

Fun and bright moment with supportive cheer.

Fulfill the enjoyment and happiness with Coke when the world is colorful,
our hearts are definitely blessed.

Happiness with Coke...the real refreshing taste.

The real taste for happiness... Coke is it!"

Brand reminding devices: Coca-Cola's red and white logo is presented through wardrobes of presenters. Coca-Cola red truck is also accompanied.

Brand personality: Encourage personality is reflected through relation basis model, which develops the relationship between the brand-as-person and the consumers. As the story line stimulates athletes to strive for their victory, consumers would gradually develop positive perception towards Coca-Cola's supportive message.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line, and energetic music.

Sports	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2														+		+
Judge # 3									+					+		+
Judge # 4														+		+
Judge # 5														+		+
TOTAL									1					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Sports" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Kid soccer team in England uniform
Audio: Music
2. Visual: Kid soccer team in Asian country uniform.
3. Visual: African kid in a soccer field.
4. Visual: European kids in a soccer field.
5. Visual: American kid plays soccer.
6. Visual: Various countries kids play soccer.
7. Visual: Kids share Coca-Cola.
8. Visual: Kids drink Coca-Cola.
9. Visual: Coca-Cola logo.
Audio: MVO : "Future of Thailand's kid soccer team is not beyond our reach."
10. Visual: Kid kicks ball into goal.
Audio: MVO : "Coke will always be supportive for everyone in all matches."
11. Visual: Kids from various countries are in joy. / logo / super
Audio: MVO : "The definite taste for happiness...Coke is It!"

10. Title: Kid Soccer

Year: 1986

Duration: 30 sec.

Concept: Sport.

The concept of this television commercial is to announce Coca-Cola's sponsorship of the 1986 World Cup Soccer. Instead of portraying the actual adult soccer team, children with different nationalities and races are featured to generate emotional story line. These children are dressed to represent various countries such as England, Brazil, German, Italy, Thailand, and Argentina. The story line stimulates children to be determined and keep up with their

practicing to achieve their goals. Scenes of kids from different races sharing Coca-Cola encourage people to overcome their discrimination towards races and minority.

Target: General consumers.

As the story line emphasizes on Coca-Cola sponsorship of the 1986 World Cup, this commercial aims to spark interest from general consumers. With the emotional approach of a touching dialogue, consumers are stimulated to see Coca-Cola as a beverage that cares about the future of children.

Presenter: Children from various races are employed to represent diverse countries participate in the World Cup competition.

Location: Soccer arena is elaborately chosen to harmonize with the main concept.

Logo: Coca-Cola red & white rectangular shape logo in Thai, and the Mexico 1986 World Cup logo.

Super: Coca-Cola, the official drink of World Cup 1986.

Language: Featuring the touching dialogue to position Coca-Cola as a supportive company whom contributes to children future.

Music: The Thai lyric supportively reinforces Coca-Cola's real taste for happiness concept.

Brand reminding devices: None

Brand personality: Encourage personality is reflected through relation basis model, which develops the relationship between the brand-as-person and the consumers. As the story line stimulates children to strive for their victory, consumers would gradually develop positive perception towards Coca-Cola's supportive message.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line, and energetic music.

Kid Soccer	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4											+			+		+
Judge # 5											+			+		+
TOTAL								1	1		3			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola "Kid Soccer" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
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1. **Visual:** An African American musician plays saxophone and performs break dance with a presence of Coca-Cola red disk logo.
Audio: Music
2. **Visual:** A man runs with dog.
3. **Visual:** Logo of Coca-Cola on glass.
4. **Visual:** A woman sits beside the broken down car and drinks Coca-Cola.
5. **Visual:** Teenager male rides bicycle.
6. **Visual:** Small children sit with red balloons.
7. **Visual:** Fashionable woman with red glasses and bottle of Coca-Cola.
8. **Visual:** Male runner takes a break from heat temperature.
9. **Visual:** Teenager couples on street.
10. **Visual:** Teenager couples in a restaurant.
11. **Visual:** A man in a tent with heavy rain.
12. **Visual:** Couples run to hug each other and cry.
13. **Visual:** Ice drops in Coca-Cola glass.
14. **Visual:** A woman drinks Coca-Cola. / logo / super

11. **Title:** Saxophone

Year: 1986

Duration: 30 sec.

Concept: Corporate.

The main concept of this television commercial is to position Coca-Cola as a friend who always supports people through difficult time. Several emotional situations are shown to draw attention from prospect consumers. The commercial attempts to position Coca-Cola as a brand that generously encourages people to successfully go through difficult time of their lives.

Target: General consumers.

As the entire commercial features diverse situations of people's daily lives, general consumers are primary targets of this particular commercial.

Presenter: Presenters of various ages and professions are chosen to make this commercial appeals to mass consumers.

Location: Several locations such as park, and restaurant are selected to harmonize with situations portrayed in the commercial.

Logo: Coca-Cola red and white English logo in rectangular shape.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence because main emphasis is on the touching music.

Music: The moving Thai lyric encourages consumers to have faith in themselves, as well as reinforce Coca-Cola's positioning of being a supportive brand to all consumers. Coca-Cola frequently uses this kind of commercial to cheer up people who encounter depression and stress. With the well-established concept, consumers gradually develop emotional bonding with the brand. As a result, Coca-Cola is no longer perceived as typical beverage. People begin to see it as someone they could trust and rely on.

"There will be numerous dilemmas in your lives.

But despite how bad the situations are, do not worry.

Happiness and disappointment usually happen.

We probably are able to go through all good and bad times.

Do not worry. Sometimes life could be failure.

Sometimes life is so dull. The real taste for happiness...Coke is it!"

Brand reminding devices: Several wardrobes in this commercial are designed with the identity colors of Coca-Cola. The Coca-Cola logo signage is also featured to associate consumers to a brand.

Brand personality: Encourage personality is reflected through relation basis model, which develops the relationship between the brand-as-person and the consumers. As the story line stimulates people to strive for their victory, consumers would gradually develop positive perception towards Coca-Cola's supportive message.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line, and energetic music.

Saxophone	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2														+		+
Judge # 3									+					+		+
Judge # 4														+		+
Judge # 5									+					+		+
TOTAL									2					3		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Saxophone" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Close up shot of a Thai teenager powerfully sings.
Audio: Music
2. Visual: Wider shot of a girl standing in a grandiose church.
3. Visual: Teenagers from various races with bottles of Coca-Cola in their hands start joining in.
4. Visual: They all sing the same song.
5. Visual: All teenagers are happy and smiling to one another.
6. Visual: Close up at Coca-Cola bottle in a hand.
7. Visual: The church is filled with countless teenagers.
8. Visual: Thai teenager girl is surrounded by teenagers from other countries. / logo / super

12. Title: World Teens

Year: 1987

Duration: 60 sec.

Concept: Corporate.

The concept of this television commercial is to establish positive image of Coca-Cola by positioning Coca-Cola as a brand who sincerely concerns about the future of children. As children are future of the nation who will contribute lots of prestigious beneficence to the country, Coca-Cola attempts to impressively inspire children with tremendously support. This commercial is created with warm and stimulus atmosphere. The commercial suggests adult to pay attention and encourage children to achieve their goals. It also promotes people of all races to live in harmony by portraying visual of diverse nationality children peacefully embrace one another.

Target: Young consumers.

Primary target of this commercial is a preteen consumer. The commercial is aimed to encourage young people to be courageous and confident to accomplish glorious contribution to society. It also stimulates adult targets to be supportive for children.

Presenter: The main character of this commercial is a determined Thai girl who has an independent and courageous characteristic. Her stunning performance definitely astonishes and amazes all people. Other extras are children from various countries and races to represent world population.

Location: The commercial is shot in a grandiose classical church in a foreign country. This exclusively chosen church helps generating a magnificent feeling and sensation among audiences.

Logo: Coca-Cola red and white English logo in rectangular shape.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence because main emphasis is on the touching music.

Music: A charming voice of female singer and sophisticated music score with a courageous lyric truly earns respect and appreciation from everyone. The Thai music score is composed in orchestra style to accompany a touching story line. Part of the lyric also motivates adults to realize how important the children are as well as to encourage people to overcome discrimination and conflict among races.

"I am a glorious hope of the world.

I have aspiration for my country. I am a faith of a future.

I am an inspiration of tomorrow. I have a beautiful song for you.

We open our hearts for you.

Let's unite our hearts for our beautiful futures...for the bright futures.

Let's my hands hold your hands with Coke besides you.

Our sincerity is as same as yours is. Share our true and definite love with Coke. To make our world beautiful."

Brand reminding devices: To concentrate on the emotional message, no brand-reminding element is presence.

Brand personality: With the sentimental story line which magnificently signifies Coca-Cola as being a concerned and emotional beverage who cares about young children, encourage personality is generated through the relationship basis model. This model develops relationship between the brand-as-person and the consumers. With the touching story line, both young and adult consumers are motivated to consider the brand as a mentor who always supportively provides encouragement.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line and moving lyric to convey Coca-Cola as a supportive brand.

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

World Teens	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4										+				+		+
Judge # 5											+			+		+
TOTAL									3		2			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "World Teens" commercial employs celebrities creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
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1. **Visual:** People drink Coca-Cola in a pub.
Audio: Music
2. **Visual:** A main male character walks in a pub.
3. **Visual:** Couples sit on sofa.
4. **Visual:** A waitress with Coca-Cola bottle on a tray greets the main male character.
5. **Visual:** Several teenager male and female are dancing on dance floor.
6. **Visual:** A waitress accidentally runs in to the main male character.
7. **Visual:** They both look into each other's eyes and smile.
8. **Visual:** Another man joyously drinks Coca-Cola.
9. **Visual:** A waitress cheerfully dances with tray of Coca-Cola.
10. **Visual:** Main male character pleasantly drinks Coca-Cola with female friend.
11. **Visual:** Close up of Coca-Cola logo from bottle.
12. **Visual:** The waitress hands Coca-Cola to the main male character. They both smile. / logo / super

13. **Title:** Club

Year: 1987

Duration: 30 sec.

Concept: Happiness.

The concept of this television commercial is to establish a perception that Coca-Cola is a beverage of happiness and enjoyment. The commercial suggests consumers to consume Coca-Cola when dining at restaurant or pub. It signifies that with a presence of Coca-Cola, the pleasant time is definitely guaranteed.

Target: General consumers.

The commercial significantly encourages general adult targets to order Coca-Cola every time they hang out with friends.

Presenter: The main presenters are young men and women with energetic appearance to supportively stimulate prospect target groups to easily associate themselves with the story line.

Location: A setting is designed as energetic fun pub where young people usually hang out for joyous moment with friends.

Logo: Coca-Cola rectangular shape logo in Thai

Super: "Coke is it!" in Thai.

Language: As energetic visual is significantly emphasized, no particular dialogue is presence.

Music: The Thai lyric of this song intentionally relates Coca-Cola with entertaining music performance. It encourages people to relax from their stresses by participating in music activity.

"Coke is it!... Coke is it!. A passionate heat.

In our life...we never felt lonely. We don not have to worry.

Coke for happiness. Coke with new friends.

Send our sincere hearts with our sight and joyous music.

We are brightening with Coke because this world has music.

Be happy for the ultimate refreshing taste.

For the colorful live and happiness. Coke is it!"

Brand reminding devices: As the story is set in a restaurant where Coca-Cola is frequently presented in both bottle and signage form, no other brand reminding element is necessary.

Brand personality: Relaxing personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. As the commercial emphasizes on active story line and cheerful atmosphere of pub, consumers are enhanced to perceive Coca-Cola as a brand to provide them an enjoyable leisure time.

Brand personality of this commercial is reflected through executional elements approach of dazzling story line and dynamic music score.

Club	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								4	1					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Club" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A fashionable beauty salon where trendy people are doing striking hairstyles and drinking Coca-Cola.
Audio: Music
2. Visual: An ordinary shy girl walks into the salon. She is confused and dressed in old style overcoat.
3. Visual: A staff walks to greet her.
4. Visual: The main female character feels uncertain about people surrounding her.
5. Visual: Another staff comes to take away her overcoat.
6. Visual: A hair designer walks to take care of her hair.
7. Visual: A hair designer is working on the main female character's long hair.
8. Visual: A staff presents a bottle of Coca-Cola to her.
9. Visual: The main female character drinks Coca-Cola.
10. Visual: A hair designer cuts off her long hair for a very short hairstyle.
11. Visual: As the job is completed, the main female character feels confident of her new fashionable haircut. She a sophisticated young lady.
12. Visual: Everyone in the salon claps to celebrate her new active appearance.
13. Visual: The main female character confidently drinks the entire bottle of Coca-Cola without a straw.
14. Visual: She walks out from the salon with happy smile. / logo / super

14. Title: Hair Styling

Year: 1987 **Duration:** 45 sec.

Concept: Corporate.

A story attempts to convey Coca-Cola as a brand to help consumers gain their confidence and self-esteem. With a story line of young woman successfully turns herself from a confused ordinary woman into an ambitious and confident person after consuming Coca-Cola signifies the brand as a source of modernistic and self-esteem.

Target: Young consumers.

This commercial aims to encourage young consumers to gain their confidence and break through traditional characteristics of typical teenager. It suggests young women to believe in their abilities in order to improve woman role in a society to become more significant and respectable.

Presenter: An innocent young female with confident and energetic characteristic is chosen to deliver the main concept of this commercial.

Location: A hair grandiose hair salon is exclusively chosen to harmonize with the story line as well as to accommodate lost and confused feeling of the main character.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Step forward with Coke...Coke is it!" in Thai.

Language: As the main emphasis is on the moving lyric, no specific dialogue is presence.

Music: The song performed by female singer is designed with a fun and stimulus music score. The score has both soft and slow tune to harmonize with the story line. The Thai lyric reflects Coca-Cola's positioning to enhance people to believe in themselves in order to achieve their goals. The lyric also positions Coca-Cola as a supportive friend.

"The world is not beyond our dream. So we don't have to worry.

Right or wrong is not a problem if only you dare to challenge your heart.

I am ready. I must step forward. The world is full of joy.

The world is beautiful because Coke is always be there with you."

Brand reminding devices: None

Brand personality: Liberated personality is signified through the relationship basis model.

This model develops the relationship between the brand-as-person and the consumers. The compelling story line persuades consumers to see a brand as a motivator for their liberated action.

Brand personality of this commercial is dramatized through user imagery approach which presenter with independent characteristic and performance successfully stimulates consumer to have a positive perception towards the brand.

Hair Styling	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								4	1					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Hair Styling" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: An easy going man lies down on a hammock at the back of Coca-Cola truck.
Audio: Music
2. Visual: A man swings hammock and drinks Coca-Cola.
3. Visual: A man with rest and relax expression.
4. Visual: A wider shot of Coca-Cola truck on a rural road.

15. Title: Truck Back

Year: 1988

Duration: 45 sec.

Concept: Happiness.

This simple television commercial promotes people to think of Coca-Cola as a beverage for a relaxing moment. The story line is about a typical guy who decides to spend his pleasant time by lying on a hammock tying to a rear side of red Coca-Cola truck. He is very comforting and acts as there is no worry in his mind. As he keeps swinging a hammock, greater amount of Coca-Cola is consumed.

Target: General consumers.

General consumers who desire to rest and relax from the hectic world are magnificent targets. The commercial attempts to persuade consumers to always include Coca-Cola in their prestigious time.

Presenter: A typical look male presenter is exclusively selected to blend in with the ordinary general consumers. He efficiently stimulates consumers to have a pleasant time with Coca-Cola.

Location: Location on a rural road is significantly designed for relaxing concept.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Step forward with Coke...Coke is it!" in Thai.

Language: No specific dialogue is presence as the music powerfully performed by Carabow is the main emphasis.

Music: The relaxing song performed by Carabow intentionally aimed to stimulate consumers to spend their leisure time with Coca-Cola.

"It is more comfortable. Relax and rest.

It is more comfortable...with coke there is more pleasure time.

It is more comfortable to not only doing anything at all."

Brand reminding devices: Coca-Cola red trunk is presented as a place where main presenter is taking a rest.

Brand personality: Relaxing personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. As the commercial emphasizes on a relaxing story line, consumers are enhanced to perceive Coca-Cola as a beverage to be enjoy at a leisure time.

Brand personality of this commercial is dramatized through executional elements approach of serene story line and comfortable music score.

Truck Back	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+	+	
Judge # 2								+						+	+	
Judge # 3								+						+	+	
Judge # 4								+						+	+	
Judge # 5								+					+		+	
TOTAL								5					1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Truck Back" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A woman is drinking Coca-Cola in a restaurant. She finishes the entire glass.
Audio: Music
2. Visual: An ordinary look man is drinking Coca-Cola and smiling at the woman.
3. Visual: A woman smiles back.
4. Visual: A man holds bottle of Coca-Cola and raises a thumb up at the bottle.
5. Visual: He pours Coca-Cola in a contour glass.
6. Visual: He turns a bottle to a woman to a woman who has no more Coca-Cola left in her glass.
7. Visual: He walks towards a woman with Coca-Cola in his hand.
8. Visual: A woman joyously laughs.
9. Visual: A man's girlfriend angrily shows up.
10. Visual: a man turns back to smile with embarrassment. / logo / super

16. Title: Dating

Year: 1988

Duration: 15 sec.

Concept: Product usage.

This television commercial simply suggests consumers to generously share Coca-Cola with others. The commercial employs humorous story line and presenters to spark attention from consumers. Some physical gestures are employed as symbolic to convey product's premium quality. For example, in one scene the male presenter raises his thumb up to guarantee Coca-Cola's refreshing taste. This locally produced commercial reflects lifestyles and negative attitude of Thai who usually see man's amorous personality as a typical behavior. It presents a gap in society of men going out to approach other women while they already have steady girlfriends. This behavior has been long established in Thai society where woman is perceived as inferior to man.

Target: General consumers.

General adult target is primarily aimed to develop consumption habit in restaurant.

Presenter: An ordinary man with good sense of humor is selected to portray as a flirting guy.

Location: A restaurant setting is chosen to induce consumers to develop consumption habit while dining out.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Step forward with Coke...Coke is it!" in Thai.

Language: No specific dialogue is present as the music powerfully performed by Carabow is the main emphasis.

Music: The music is adapted from the popular song of Carabow band. The tune contains funny beat to harmonize with the humorous story line. The lyric also encourages consumers to share Coca-Cola with friends.

"Please let me fill more Coca-Cola. Coke is refreshing and thirst terminator.

Fill this glass for me. Then fill Coca-Cola for you...to make you feel refreshing."

Brand reminding devices: As the story line takes place in restaurant where Coca-Cola bottle and contour glass are featured, no other elements are shown.

Brand personality: Humorous personality is dramatized through self expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. As the commercial emphasizes on an animated story line, consumers are enhanced to perceived Coca-Cola as a brand to provide them a humorous image.

Brand personality of this commercial is signified through executional elements approach of funny story line and amusing music score.

Dating	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1		+												+	+	
Judge # 2								+						+	+	
Judge # 3		+												+	+	
Judge # 4		+												+	+	
Judge # 5		+											+		+	
TOTAL		4						1					1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Dating" commercial employs humor creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A floating market.
Audio: Music
2. Visual: A tourist man in red shirt is taking a picture in a rowing boat.
3. Visual: A Coca-Cola boat approaches him. A young lady in traditional Thai dress presents him a Coca-Cola can.
4. Visual: A man joyously accepts a can.
5. Visual: His wife takes away his Coca-Cola.
6. Visual: She pleasantly drinks the entire can.
7. Visual: A young lady in Coca-Cola rowing boat opens a Coca-Cola cooler to find plenty of Coca-Cola bottles and cans. She
hands over a bottle of Coca-Cola to a man.
8. Visual: A man happily drinks Coca-Cola and smiles with his wife.

17. **Title: Tom Tom**

Year: 1988

Duration: 45 sec.

Concept: Product usage.

This lively television commercial generates a perception that Coca-Cola is available everywhere in Thailand, even in some distant locations. Despite a humorous story line, this commercial demonstrates that both foreigner and Thai can enjoy Coca-Cola anywhere any time because Coca-Cola has an efficient distribution.

This is a story of middle age foreign tourists who come to Thailand and visit a famous floating market. While enjoying on a rowing boat, the couple suddenly served by a beverage boat of a young lady in Thai costume. She eagerly presents Coca-Cola to the couple. And the

story ends with a typical Coca-Cola commercial which show people use Coca-Cola as a symbolic to share their pleasant time. In addition the story attempts to inform that bottle or glass are not only consumption format. For outdoor or travelling activities, Coca-Cola can be more appropriated. This commercial intentionally induces new drinking habit towards the can format.

Target: General consumers.

Primary targets of this commercial are both foreigners travelling to Thailand and general Thai consumers who enjoy outdoor activity.

Presenter: Typical tourist couples and young Thai lady with sweet and soft look is chosen to reflect Thai's generous characteristic.

Location: Exotic surrounding of famous floating market is a setting of the entire commercial. It is a proper place where the audiences can witness both Coca-Cola's efficient distribution and new form of outdoor consumption.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Step forward with Coke...Coke is it!" in Thai.

Language: No specific dialogue is present as the music powerfully performed by Carabow is the main emphasis.

Music: Adapting a music tone and lyric from Carabow's popular song, which the original song is talking to a foreigner as well. The lyric portrays that any foreigner could enjoy Coca-Cola in Thailand as same as they can find Coca-Cola in other countries.

"Tom Tom...would you like to drink some Coca-Cola?"

I really like Coca-Cola with a refreshing taste.

Icy Coke is exhilarated and pleasures. I really love drinking a tasty Coke."

Brand reminding devices: Red and white identity color is reflected through wardrobe of male foreigner and brand logo is captured with visual of red Coca-Cola cooler.

Brand personality: Joyous personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The happy expression of presenters after consuming Coca-Cola enhances consumers to perceive Coca-Cola as a gratified beverage.

Brand personality of this commercial is dramatized through executional elements approach of animated story line and dynamic music score.

Tom Tom	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2		+												+	+	
Judge # 3		+												+	+	
Judge # 4	+												+		+	
Judge # 5		+											+		+	
TOTAL	1	3						1					2	3	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Tom Tom" commercial employs humor creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A reflection of Coca-Cola signage on mirror of Tuk-Tuk at nighttime.
Audio: Music
2. Visual: A man on motorcycle.
3. Visual: A fashionable lady in red dress walks pass group of teenager guys in a red convertible car.
4. Visual: Close up of Coca-Cola bottle.
5. Visual: A woman brings Coca-Cola bottle to touch her face.
6. Visual: Coca-Cola logo on numerous television screens.
7. Visual: Group of men happily walk out from a pub with bottle of Coca-Cola.
8. Visual: An active lady gets on motorcycle.
9. Visual: A man drinks Coca-Cola.
10. Visual: A man joyously dances in front of Coca-Cola logo screens.
11. Visual: A couple happily dances in a pub with Coca-Cola in their hands.
12. Visual: A foreign woman pleasantly walks through rain.
13. Visual: A man drinks Coca-Cola in front of logo screens. / logo / super

18. **Title: Bangkok Night**

Year: 1988 **Duration:** 30 sec.

Concept: Teenager's lifestyles.

The television commercial emphasizes on how people enjoy their nightlife. Visuals of night lifestyles related to Coca-Cola are exclusively projected throughout the entire commercial. The story attempts to demonstrate different ways diverse people could possibly have a pleasant time with Coca-Cola. Various types of people such as sophisticated woman, trendy men, and typical teenager are portrayed to show that Coca-Cola is a drink for everyone who seeks

enjoyable time. The main concept is to convey that the nightlife in Bangkok would not be amused and cheerful without Coca-Cola.

Target: General consumers.

As the commercial reflects lifestyles of working group people and teenager, these specific groups of targets are main emphasis.

Presenter: Diverse types of people are presented to capture wide group of target. They all are exclusively chosen to demonstrate how people could possibly have good time with Coca-Cola.

Location: Various local locations are presented to convey that Coca-Cola could be enjoyed everywhere such as street side, and pub. Places where target consumers would visit for their night entertainment are concluded.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Step forward with Coke...Coke is it!" in Thai.

Language: No specific dialogue is presence as the main emphasis on entertaining visuals.

Music: The music score contains an entertaining mood and tone to meet concept of the commercial. The lyric explains that nightlife in Bangkok will be completely enjoyed with Coca-Cola. It also relates music and pleasant time with the product.

"The colorful night of Bangkok...drink Coke...Coke is it!...Coke is it!

Experience the happiness and enjoyment of the color night as same as we desire.

Feeling music beat when we get closer to one another.

Entertaining...refreshing Coke...the definite taste...refreshing Coke...

For happiness...for pleasure...Coke is it!"

Brand reminding devices: Coca-Cola's identity color is frequently reflected through wardrobes of presenters. Coca-Cola logo is repeatedly presented throughout the commercial.

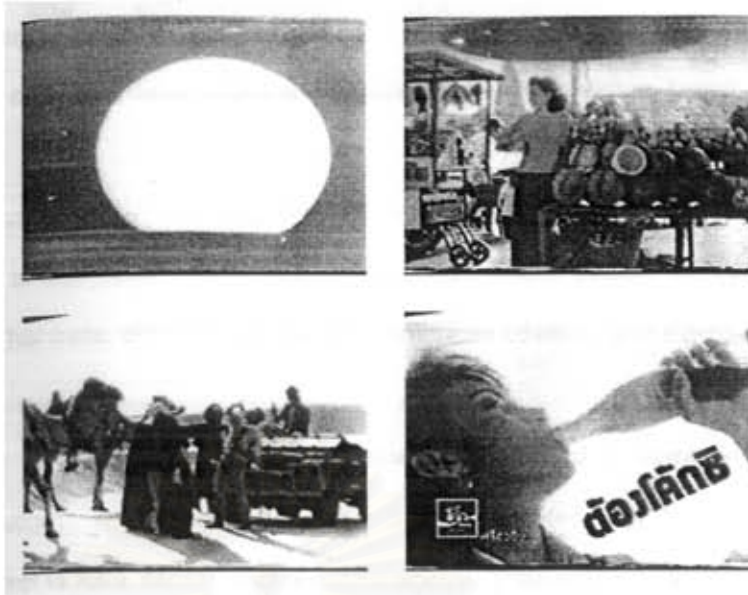
Brand personality: Entertaining personality is dramatized through the self-expression model which consumers see the brand as vehicle to express part of their identity, and lifestyles. It demonstrates the ultimate way that consumers could enjoy their nightlife.

Brand personality of this commercial is signified through executional elements approach of colorful visual, striking story line and delighted music score.

Bangkok Night	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2								+						+	+	
Judge # 3								+						+	+	
Judge # 4											+			+	+	
Judge # 5								+						+	+	
TOTAL								3			2			5	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Bangkok Night" commercial employs slice-of-life creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A bright sun.
Audio: Music
2. Visual: A Coca-Cola bottle.
3. Visual: A man on a rowing boat passes a small island.
4. Visual: People working in a rural field with a donkey.
5. Visual: A cyclist drinks Coca-Cola.
6. Visual: Small students walk through rural field.
7. Visual: A busy market in a downtown where an old man who is carrying vegetable cart accidentally runs into a Coca-Cola cart.
8. Visual: Thai lady who is selling fruit standing beside Coca-Cola bottles.
9. Visual: A man drinks Coca-Cola.
10. Visual: Hand picks bottles of Coca-Cola from cooler.
11. Visual: Young Thai man stands on street with bottle of Coca-Cola.
12. Visual: Close up of logo.
13. Visual: Coca-Cola is poured into a glass.
14. Visual: People drinking Coca-Cola in Egypt.
15. Visual: A cowboy drinks Coca-Cola.
16. Visual: A small Asian girl drinks Coca-Cola. / logo / super

19. Title: Hot

Year: 1988

Duration: 30 sec.

Concept: Refreshment.

The concept of this television commercial is to demonstrate wherever the consumers are, they could possibly enjoy Coca-Cola. This commercial portrays different distant locations such as a remote island, rural field, and desert. It intentionally signifies Coca-Cola's efficient distribution.

Target: General consumers.

General consumer of diverse nationalities and occupations are the primary target.

Presenter: To harmonize with the story line, diverse types of presenters are featured to signify that Coca-Cola is distributed everywhere in the world. These people are cyclist, small European girl, typical Thai male, old Chinese merchant, American cowboy, and Egyptian.

Location: Number of locations in different countries is combined to demonstrate Coca-Cola's efficient distribution. The locations are various from remoted island, field in foreign country, confusing market in Asia, desert, and several places in Thailand.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Step forward with Coke...Coke is it!" in Thai.

Language: No specific dialogue is present because the main emphasis is on the lyric.

Music: The lyric beautifully indicates that Coca-Cola will always be available everywhere to overcome heat and thirst for consumers.

"Overheat...refresh...despite the distant, Coke will be your ultimate pleasant.

Wherever you are, there will be Coke to terminate

your annoying thirst for an enjoyable feeling.

No matter how hot it is, Coke will add energy into your life.

Refreshing Coke...the definite taste for happiness. Coke is it!"

Brand reminding devices: Identity color of Coca-Cola is presented through wardrobes of presenters. Coca-Cola red cart is also featured to reinforce brand awareness.

Brand personality: Attentive personality is dramatized through self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles.

With the story line that demonstrates Coca-Cola's availability in all places, consumers are assured to have Coca-Cola with them while they travel to unfamiliar places.

Brand personality of this commercial is signified through executional elements approach of dazzling story line and choice of lively music score.

Hot	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2												+		+	+	
Judge # 3												+	+			+
Judge # 4												+	+			+
Judge # 5												+		+	+	
TOTAL											1	4	2	3	2	3

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Hot" commercial employs problem & solution creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Assanee simply walks on street.
Audio: Music
2. Visual: Assanee pays respect to a post box.
3. Visual: Lots of Coca-Cola bottles.
4. Visual: Assanee stands on sidewalk.
5. Visual: An ice drops into glass of Coca-Cola.
6. Visual: Assanee on concert stage.
7. Visual: An old woman.
8. Visual: Assanee pays respect to the old woman.
9. Visual: Assanee plays guitar.
10. Visual: Close up of Coca-Cola bottle.
11. Visual: Assanee sits on sidewalk with bottle of Coca-Cola.
12. Visual: Assanee shares Coca-Cola with taxi driver.
13. Visual: A Tuk-Tuk runs into a market.
14. Visual: Bottles of Coca-Cola.
15. Visual: Assanee on concert stage.
16. Visual: Assanee sits on sidewalk with Coca-Cola. / logo / super

20. Title: Assanee 1

Year: 1988

Duration: 30 sec.

Concept: Music.

The television commercial employs Assanee, the famous singer as celebrity endorser to capture target consumers. As Assanee is well known for his down-to-earth and easy-going lifestyles, the commercial is created with simply look and story line. The actual identity of Assanee such as his dresses and the way he talks are truly dramatized in this commercial.

As the previous Coca-Cola commercials usually employ good looking trendy presenters with sophisticated lifestyles, consumers might have misunderstanding perception that Coca-

Cola is a beverage specially designed for fashionable people. As a result, this commercial employs Assanee and his simple lifestyles to symbolize that Coca-Cola is a soft drink for all people, despite their look, status, and lifestyles.

The commercial portrays Assanee in white T-shirt and blue jeans with his daily life activities. Several typical behaviors such as walking on a bridge, walking on a street, sitting on a sidewalk, and greeting with taxi driver and old woman are featured. Generous Thai way of life such as paying respect to elderly and sharing drink with other are demonstrated as well. It conveys that even the famous rock singer drinks Coca-Cola and lives a simple life. The commercial encourages young consumers to live a simple way of life as well as be friend with everyone.

Target: Young consumers.

This commercial aim to encourage young people, especially teenager to continuously maintains a glorious way of Thai life. It suggests these young people to behave nicely to elderly and contributed good things to society.

Presenter: A popular rock singer, Assanee successfully captures target attention as well as persuade them to be nice to one another.

Location: Several typical outdoor locations such as a bridge, and sidewalk are exclusively designed to deliver the main message of this commercial.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Coke is it!" in red color at the lower right corner while "Coca-Cola" in white typeface as appeared on bottle are in the middle of end scene.

Language: No specific dialogue is presence as music powerfully performed by Assanee is emphasized.

Music: Using the original song written and performed by Assanee suggested people to live simple life and do not worry about life.

“It is not beyond our control.

We happen to born with a good sense of communication.

We are joyous to work. We happen to satisfy with the way we are.

We are down-to-earth.”

Brand reminding devices: Red color of Coca-Cola is projected through post box while the Coca-Cola logo is shown in a form of sticker on a Tuk-Tuk.

Brand personality: Easy-going personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. As the commercial portrays a down-to-earth characteristic of Assanee, consumers are enhanced to perceive Coca-Cola as an ordinary drink for typical people.

Brand personality of this commercial is signified through endorser approach which image of the endorsed person transferred to a brand.

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Assanee 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+					+	+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+				+		+	
TOTAL									5				1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Assanee 1" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Three foreign teenagers walk on street where Coca-Cola logo is presence.
Audio: Music
2. Visual: Foreign teenagers are socializing with Coca-Cola.
3. Visual: Coca-Cola is poured into contour glass.
4. Visual: Assanee smiles.
5. Visual: Coca-Cola billboard in a desert.
6. Visual: Assanee on concert stage.
7. Visual: A man takes a break on swing.
8. Visual: Bottle of Coca-Cola.
9. Visual: Couples cheerfully have fun in water fountain with bottles of Coca-Cola.
10. Visual: A woman dances in front of Coca-Cola vending machine.
11. Visual: Assanee on stage.
12. Visual: A man relaxes on a beach with Coca-Cola.
13. Visual: a woman plays with elephant.
14. Visual: A small girl in swimming suit on beach.
15. Visual: Assanee on stage.
16. Visual: Hand picks up bottle of Coca-Cola.
17. Visual: A man rolls a drum.
18. Visual: Assanee drinks Coca-Cola. / logo / super

21. **Title: Assanee 2**

Year: 1988

Duration: 30 sec.

Concept: Refreshment.

This commercial signifies that wherever the consumers are, there will be Coca-Cola to support their decision-making. It encourages people to smile at everything even problems. To demonstrate Coca-Cola is presence everywhere, numerous scenes show Coca-Cola in distant

location such as the billboard in the middle of desert, on a beach, and a vending machine on street. In order to indicate that Coca-Cola is a friend for all situations, scenes such as group of teenagers walking against hard wind, man sitting in heat, and a little girl playing with an elephant are dramatized.

Target: General consumers.

As diverse people with various situations are presented, general consumers are main emphasis.

Presenter: Foreign presenters with different ages, and professions, including Thai famous rock star are featured to capture diverse targets.

Location: Numerous locations are presented to signify that Coca-Cola is available everywhere.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Coke is it!" in red color at the lower right corner while "Coca-Cola" in white typeface as appeared on bottle are in the middle of end scene.

Language: No specific dialogue is presence as music powerfully performed by Assanee is emphasized.

Music: Written and performed by Assanee, this song has an easy-going tune. The Thai lyric suggests people to happily face with problem because it is the typical way of life. It stimulates consumers to be courageous.

"A happy and colorful world.

Sharing smile among one another is the best idea.

This is a life...a joyous life.

We are challenged but Coca-Cola drinkers have to survive.

A happy life, we all come to share Coke.

Wherever we are, Coke will go with us.

This is a bright world, we must smile.

The definite taste...for happiness...Coke is it! Coke is it!"

Brand reminding devices: Coca-Cola signage, billboard, and color are featured.

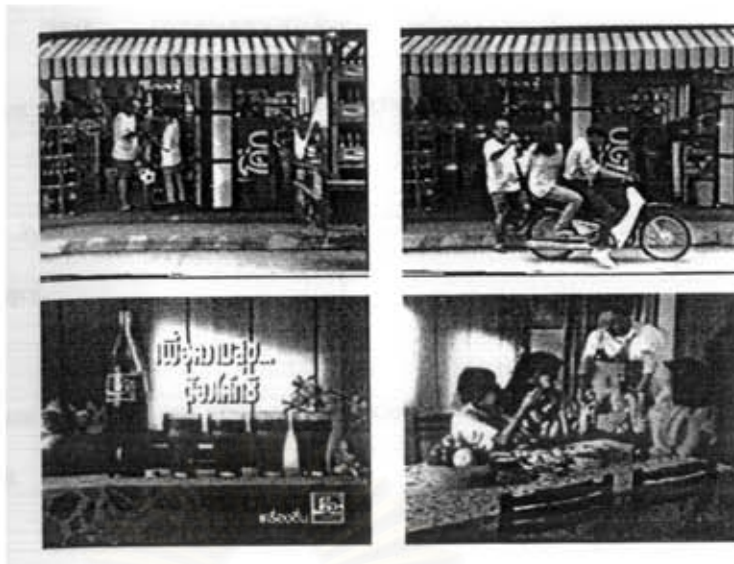
Brand personality: Encourage personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the supportive music lyric, consumers are motivated to consider the brand as a supportive friend for all situations.

Brand personality of this commercial is signified through executional elements approach of story line and choice of music.

Assanee 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+					+		+
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+				+		+	
TOTAL									5				1	4	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Assanee 2" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** A boy walks pass a grocery shop where Coca-Cola cooler and shelf are displayed. There is a Coca-Cola truck in front of the place as well.
Audio: Music
2. **Visual:** A boy walks into a shop to buy Coca-Cola.
3. **Visual:** A teenager girl goes into a shop to buy Coca-Cola.
4. **Visual:** A man parks a car and goes into a shop to buy Coca-Cola.
5. **Visual:** A boy walks into a house with Coke liter to see his mother.
6. **Visual:** A teenager daughter walks into a house with Coke liter to show her mother.
7. **Visual:** Coca-Cola is poured into contour glass.
Audio: Mother : "I also have Coca-Cola for you too."
8. **Visual:** Daughter and son share Coca-Cola with mother.
Audio: Daughter : "There is no happiness could be compared to having Coca-Cola at home."
9. **Visual:** Product shot of one Coca-Cola liter and four contour glasses. / logo / super
Audio: MVO : "For happiness...Coke is it!"
10. **Visual:** A father walks into a house with Coca-Cola.
Audio: Father : "Everyone I bought Coca-Cola home."
The rest : "We all have Coca-Cola too."

22. **Title: Family Liter**

Year: 1988

Duration: 30 sec.

Concept: Product usage.

This locally produced television commercial attempts to inform of new product launch as well as induce a new consumption behavior. It introduces consumers to a new size of Coca-Cola liter, which is appropriated for indoors consumption, especially at home. It encourages consumers to happily drink Coca-Cola at home and share it among family members. The commercial demonstrates that the new size of Coca-Cola can be shared for greater amount. It conveys that the new size is a true value for money.

Target: Family.

All family members are aimed to induce new purchasing habit.

Presenter: Four typical Thai presenters with different ages are selected to represent general Thai consumers.

Location: A typical Thai grocery shop and wooden house are exclusively chosen to meet with the target groups.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "For happiness...Coke is it!" in Thai

Language: A dialogue between each family is intentionally designed to stimulate consumers to purchase Coca-Cola new size bottle home.

Music: As the dialogue is the main emphasis, only music score is presented in this commercial.

Brand reminding devices: Several brand reminding elements such as Coca-Cola display shelf, cooler, and truck are presenter.

Brand personality: Caring personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The caring personality reflects from the story line, which emphasizes on relationship of family members who concern about the one they love. For example, the commercial shows scenes of family purchase Coca-Cola which is a symbolic of happiness home.

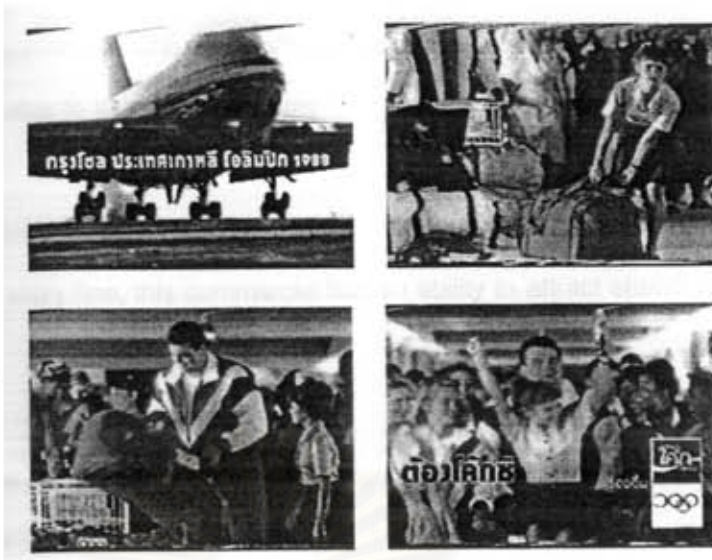
Brand personality of this commercial is presented through user imagery approach which images of presenter help consumers have a clear perception on the brand.

Family Liter	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1							+						+		+	
Judge # 2								+					+		+	
Judge # 3	+												+		+	
Judge # 4	+												+		+	
Judge # 5	+												+		+	
TOTAL	3						1	1					5		5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Family Liter" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** A plane touches a runway in Korea where is a venue for the Olympic 1998.
Audio: Music
2. **Visual:** Numerous athletes from different countries at the airport.
3. **Visual:** A little female athlete seems confused.
4. **Visual:** Group of athletes is walking.
5. **Visual:** A little female athlete gets lost.
6. **Visual:** Reporters and photographers are waiting for the athletes.
7. **Visual:** Athletes are sharing Coca-Cola.
8. **Visual:** A large male athlete helps a little female athlete picks up her baggage.
9. **Visual:** A female athlete smiles in return.
10. **Visual:** a little female athlete pulls her heavy baggage.
11. **Visual:** A large male athlete picks up her baggage and her body to put them on his trolley.
12. **Visual:** Other athletes turn to smile at them.
13. **Visual:** A little female athlete turns to kiss him a thank you.
14. **Visual:** All athletes gather to cheer them with handful of Coca-Cola.

23. Title: Olympic 1

Year: 1988

Duration: 30 sec.

Concept: Sport.

This television commercial attempts to promote world's peacefulness through sport activity. It conveys that sport event such as the Olympic would successfully unites people from different races and nationalities together. The commercial intentionally changes consumers' perception towards sport as being a competitive activity to a source of high-spirited and esprit de corps. The commercial generates a belief that when people share the same active sport experience, they will be perfectly bonded. Announcing Coca-Cola as an official sponsorship for the Olympic 1998 develops a positive perception of consumers toward the brand. Consumers are motivated

to see a brand as someone who supportively conducts social contribution as well as encourages young athletes to achieve their goals.

Target: General consumers.

With an emotional story line, this commercial has an ability to attract attention from general consumers.

Presenter: Various athletes from different races and countries are portrayed to represent all people participate in the significant sport event.

Location: An airport setting is designed to harmonize with the story line of an Olympic 1998 event.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: A message to convey that Coca-Cola will always support people to achieve their goal.

"Olympic 1998 is very challenging. There are numerous people. Coca-Cola will stay beside you until you reach your dream."

Music: A sentimental music tune signifies a message that consumers will never be abandoned because Coca-Cola would support them in both good and bad times.

"The day that I have to be alone among strangers.

Sometimes you feel distress and tired.

In Olympic, people will share sincerity.

Is this what we are looking for?

With reliable friend...this world will be joyously shared."

Brand reminding devices: Red identity color is reinforced through wardrobes of presenters. A Coca-Cola vending machine is presented to relate consumers with the brand as well.

Brand personality: With the sentimental story line which magnificently signifies Coca-Cola as being a concerned and emotional beverage who concerns about young people, encourage personality is generated through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the touching story line, both young and adult consumers are motivated to consider the brand as a mentor who always supportively provides encouragement.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line and moving lyric to convey that Coca-Cola is a supportive brand.

Olympic 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								4	1					4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Olympic 1" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A female athlete performs gymnastic.
Audio: Music
2. Visual: Logo of Coca-Cola.
3. Visual: Soccer players.
4. Visual: A bicycle competition.
5. Visual: A hand picks Coca-Cola bottle from cooler.
6. Visual: Children in Judo competition.
7. Visual: A swimming competition.
8. Visual: Bottles of Coca-Cola.
9. Visual: Swimming competition.
10. Visual: Gymnastic competition.
11. Visual: Soccer competition.
12. Visual: Judo competition.
13. Visual: Bicycle competition.
14. Visual: Goal deeper catches a ball.
15. Visual: A swimmer wins a competition.
16. Visual: Ending of gymnastic competition.
17. Visual: Bottle of Coca-Cola.
18. Visual: Children from judo competition smile and share Coca-Cola. / logo / super

24. **Title: Olympic 2**

Year: 1988

Duration: 30 sec.

Concept: Sport.

This television commercial attempts to promote world's peacefulness through sport activity. It conveys that sport event such as the Olympic would successfully unites people from different races and nationalities together. The commercial intentionally changes consumers' perception

towards sport as being a competitive activity to a source of high-spirited and esprit de corps. The commercial generates a belief that when people share the same active sport experience, they will be harmonically bonded. Announcing Coca-Cola as an official sponsorship for the Olympic 1998 develops a positive perception of consumers toward the brand. Consumers are motivated to see a brand as someone who supportively conducts social contribution as well as encourages young athletes to achieve their goals.

Target: General consumers.

With an emotional story line, this commercial has an ability to attract attention from general consumers.

Presenter: Various athletes from different races and countries are portrayed to represent all people participate in the significant sport event.

Location: Several locations both outdoor and indoor are captured to present various sport activities.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "The definite taste for happiness...Coke is it!" in Thai.

Language: No specific dialogue is presence in this commercial.

Music: Exciting and stimulating music score is emphasized to harmonized with the dynamic competitive sport activity.

Brand reminding devices: Coca-Cola identity color is presented.

Brand personality: With the sentimental story line, which magnificently signifies Coca-Cola as being a concerned and emotional beverage who concerns about young people, encourage personality is generated through the relationship basis model. This model develops

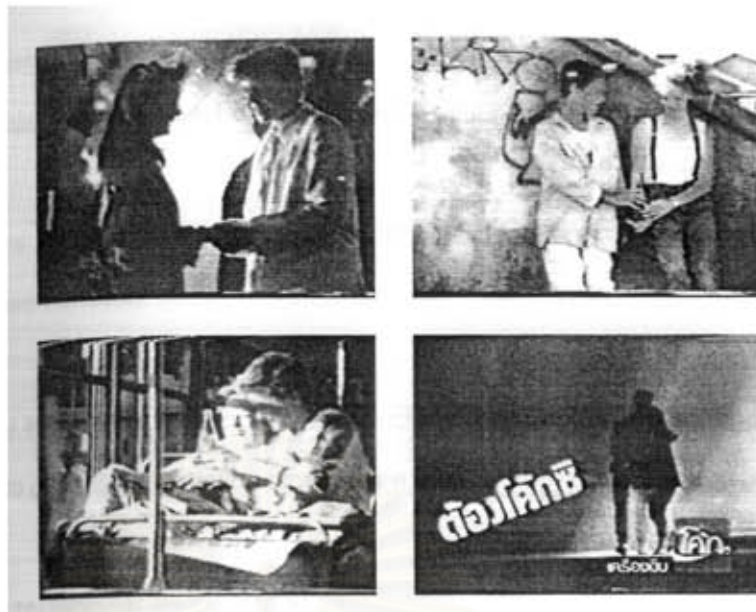
the relationship between the brand-as-person and the consumers. With the touching story line, both young and adult consumers are motivated to consider the brand as a mentor who always supportively provides encouragement.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line and moving lyric to convey that Coca-Cola is a supportive brand.

Olympic 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2									+					+		+
Judge # 3									+					+		+
Judge # 4											+			+		+
Judge # 5											+			+		+
TOTAL									2		3			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Olympic 2" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Teenager male and female run to each other.
Audio: Music
2. Visual: Teenager couples happily dance in a park.
3. Visual: Teenager couples hold each other's hand and run.
4. Visual: A woman in a park.
5. Visual: Teenager male hands Coca-Cola bottle to his girlfriend.
6. Visual: Couples run to each other at train station.
7. Visual: Coca-Cola bottle in ice.
8. Visual: Coca-Cola is poured into a glass.
9. Visual: Teenager girl pleasantly talks with her friends with Coca-Cola.
10. Visual: Couples hold hands with Coca-Cola.
11. Visual: Woman accepts Coca-Cola bottle from her boyfriend.
12. Visual: Couples hugging in a bus with Coca-Cola bottle.
13. Visual: Couples standing in indoor location. / logo / super

25. Title: Couple

Year: 1988

Duration: 30 sec.

Concept: Happiness.

Love and passionate relationship are significantly dramatized as main emphasis of this commercial. Consumers are enhanced to perceive Coca-Cola as a beverage for ultimate pleasant moment. The commercial presents numerous scenes of romantic and sensual situations such as a couple sentimentally dance in a park, a couple charmingly run on a street, and a couple passionately run to hug each other at train station. These scenes magnificently position Coca-Cola as a beverage to accommodate a romantic atmosphere for young passionate consumers.

Target: General consumers.

General people, especially the couple who are in romantic relationship are main emphasis.

Presenter: Several foreign couples with joyous characteristic are exclusively highlighted to correspond with the love concept.

Location: Several indoor and outdoor locations such as park, bus, sidewalk, and inside the building are featured to generate inspiration atmosphere.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "The definite taste for happiness...Coke is it!" in Thai.

Language: No specific dialogue is presence to interrupt the sentimental music.

Music: A romantic score beautifully accompanies the commercial to reinforce the sensation concept. It signifies that with a presence of Coca-Cola, the happiness is always reachable.

"It seems as the first love when we have overwhelmed happiness.

It seems as electric runs into the body and vibrates the heart.

It seems as the first sun light in the glory morning of the first day we met.

I discover new experiences like the rain refreshes my heart.

When we have each other and Coke, our hearts are overwhelmed.

The definite taste...for everyday happiness. Coke is it!"

Brand reminding devices: None.

Brand personality: Passionate personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The romantic personality reflects from the romantic story line and sentimental music score, which are an executional elements approach.

Couple	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2											+			+		+
Judge # 3									+					+		+
Judge # 4											+			+		+
Judge # 5											+			+		+
TOTAL									1		4			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Couple" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Close up shot of Surasak.
Audio: Music
2. Visual: Surasak turns to talk with the camera.
Audio: Surasak : "When people fall in love."
3. Visual: Surasak touches his hair.
Audio: Surasak : "It is so lovely."
4. Visual: Surasak sits with Coca-Cola can.
Audio: Surasak : "No jealous."
5. Visual: Surasak smiles.
Audio: Surasak : "Just only a caring concern."
6. Visual: Surasak drinks Coca-Cola.
Audio: Surasak : "My character is as energetic as Coke."
7. Visual: Surasak opens the can. / logo / super

26. Title: M Surasak

Year: 1989

Duration: 15 sec.

Concept: Music.

This commercial employs celebrity endorser to transfer out-going and energetic characteristics of Surasak to a brand. This is a simple commercial with no specific story line or attractive visual. As a result, the cinematography shooting is designed to interestingly appeal to consumers. The concept of this commercial is to relate an animated personality of Surasak to a characteristic of the product. It attempts to convey target of Coca-Cola is ordinary people who have a simple life as same as the endorsed presenter.

Target: Young consumers.

Young consumers who appeal to the celebrity endorser, especially Surasak who has down to earth lifestyles.

Presenter: Well known for his sense of humor, Surasak a pop singer powerfully delivers the main message to consumers.

Location: The shooting is simply conducted in studio where light and bright color scheme are emphasized to reflect animated and easy-going personality of presenter.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "The definite taste for happiness...Coke is it!" in Thai.

Language: A charming dialogue delivered by the presenter is absolute a highlight to influence direction of the entire commercial.

Music: A funny music score exclusively composed to harmonize with simple visual and concept.

Brand reminding devices: None.

Brand personality: Animate personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The energetic character of the endorsed celebrity and the simply story line reinforces consumers to perceive Coca-Cola as an active beverage for lively consumers.

Brand personality of this commercial is signified through the executional elements approach of the animate story line and funny music choice.

M Surasak	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+				+		+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5				1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "M. Surasak" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A man dances in club.
Audio: Music
2. Visual: A man dances in train station.
3. Visual: Bottles of Coca-Cola.
4. Visual: A teenager girl dances in bedroom.
5. Visual: A waitress holds bottle of Coca-Cola and dances.
6. Visual: A woman joyously drinks Coca-Cola.
7. Visual: Group of teenager girls dance.
8. Visual: Group of women sits in a rural field with Coca-Cola.
9. Visual: A businessman with walk man and Coca-Cola in his hand is dancing.
10. Visual: A woman dances.
11. Visual: A hand touches bottle of Coca-Cola .
12. Visual: A teenager girl is talking on the phone with bottle of Coca-Cola in her hand.
13. Visual: Couple dances.
14. Visual: A woman dances in a dressing room.
15. Visual: Bottles of Coca-Cola swing around.
16. Visual: A musician plays piano.
17. Visual: An office woman is enjoying music.
18. Visual: A man with stereo.
19. Visual: A man dances in front of a wall with Coca-Cola logo.
20. Visual: A woman joyously dances. / logo / super

27. Title: Dancing

Year: 1989

Duration: 30 sec.

Concept: Happiness.

This television commercial makes an effort to demonstrate positive aspect of music, which can comfort and bring, pleasant to everyone. It also symbolizes Coca-Cola with happiness characteristic through employment of music related activities. The commercial denotes that people will be delighted and jubilant when they relate themselves to Coca-Cola and music.

Throughout the entire commercial, several situations to demonstrate how people could possibly have wonderful time with Coca-Cola are emphasized. The commercial clearly encourages people to spend their gratified moments with music and Coca-Cola.

Target: General consumers.

As the entire commercial employs diverse types of presenters, its target is a general consumer.

Presenter: Diverse types of people are chosen to capture wide range of consumers. The presenters represent numerous professions such as businessman, musician, student, and working woman.

Location: Various outdoor and indoor locations are presented to demonstrate wherever the consumers are, they are able to playfully relate themselves with Coca-Cola and music.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "The satisfied taste...the satisfied mood...Coke is it!"

Language: No specific dialogue is designed for this commercial because that main emphasis is on the energetic music score.

Music: To harmonize with the concept of this commercial, a dazzling music score with active tune is chosen. The lyric conveys how consumers, music, and Coca-Cola could create a pleasant moment.

"Coke brings joy and happiness. Coke is it!

Bright and pleasure...we move to follow the music beat.

The ultimate cheerfulness turns the world to be colorful.

For happiness...Coke is it!

Coke brings delight and jubilant into your hearts.

The satisfied taste. The satisfied mood."

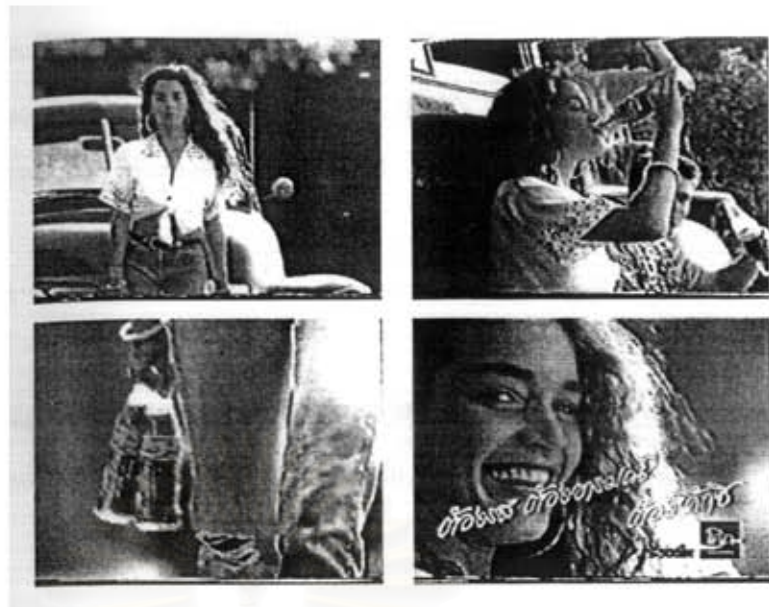
Brand reminding devices: Coca-Cola identity color is employed through wardrobes of presenters, while Coca-Cola vending machine and signage are presented as well.

Brand personality: Cheerful personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The pleasant story line encourages consumers to perceive the brand as an animate beverage, which could generate an enjoyable time for them. It signifies that when consumers combine Coca-Cola and music together, they are reassured to have the most pleasant time. Brand personality of this commercial is signified through the user imagery approach.

Dancing	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2														+		+
Judge # 3											+			+		+
Judge # 4														+		+
Judge # 5														+		+
TOTAL											1			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Dancing" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A woman is walking on a rural road.
Audio: Music
2. Visual: Bottle of Coca-Cola is picked from an ice cooler.
3. Visual: A woman carries four bottles of Coca-Cola.
4. Visual: A bottle is opened.
5. Visual: Coca-Cola is poured into a glass.
6. Visual: Coca-Cola logo.
7. Visual: A woman continuously walks.
8. Visual: Coca-Cola bottles.
9. Visual: Close up of Coca-Cola is poured into glass.
10. Visual: A woman shares Coca-Cola with friends.
11. Visual: They drink Coca-Cola in joy. / logo / super

28. Title: Jeans

Year: 1989

Duration: 30 sec.

Concept: Refreshment.

This is a simple commercial with no fancy visual or extraordinary story line. It reinforces that Coca-Cola is the best thing people should always consider as a choice when they encounter with heat and thirst. Concept to connote Coca-Cola as a source of refreshment is portrayed by visuals of a young woman walking in a rural area where she picks up bottles of Coca-Cola to share with friends. To demonstrate how appetizing and refresh the product is, scenes of woman walking on a street is cut back and forth with product shots. The commercial also encourages people to share Coca-Cola with friends for a pleasant moment.

Target: Young consumers.

Young adult consumers who usually spend their quality time with friends and those who seek to escape from hot temperature and emphasized.

Presenter: Young energetic presenters are chosen to harmonize with the overall story line.

Location: An outdoor rural location to represent place where people would go out during their weekend for leisure time is selected to persuade consumers to bring Coca-Cola to their outdoor activity.

Logo: Coca-Cola rectangular shape logo in English.

Super: "The satisfied taste...the satisfied mood...Coke is it!"

Language: No specific dialogue is presented.

Music: A slow music score with suggestive lyric to symbolize Coca-Cola as an excellent choice for leisure and thirsty time are employed.

"Coke is it!...the definite taste.

Defeat thirst as same as we expect and dream for Coke is it!...Coke is it!

The bright taste...the happiness and refreshing. Coke is it! The right one.

The satisfied taste...the satisfied mood."

Brand reminding devices: None

Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

Jeans	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2	+												+			+
Judge # 3									+					+		+
Judge # 4	+												+			+
Judge # 5	+												+			+
TOTAL	3							1	1				3	2		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Jeans" commercial employs demonstration creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A boy walks down a stair in his home with a dog.
Audio: Music
2. Visual: A Christmas decoration in the living room.
3. Visual: A boy finds Santa Claus is drinking Coca-Cola in a living room.
4. Visual: A boy seems confused.
5. Visual: Santa Claus gives a present to a boy.
6. Visual: A boy is happy.
7. Visual: Santa Claus is drinking Coca-Cola.
8. Visual: A boy opens the present to find a train toy.
9. Visual: Santa Claus is drinking Coca-Cola.
10. Visual: The parents are awaked by sound of train toy.
11. Visual: A boy is playing a train toy.
12. Visual: The parents walk down a stair to find empty bottle of Coca-Cola.
Audio: MVO : "The best happiness that parents are looking for..."
13. Visual: A boy is laughing.
Audio: MVO : "Is to have an opportunity to witness the children grow up in a positive ways."
14. Visual: A boy looks at sky. / logo / super

29. Title: Christmas

Year: 1990

Duration: 30 sec.

Concept: Happiness.

A happiness during the season greeting of Christmas is the core concept of this television commercial. The commercial aims to associate Coca-Cola with jubilation and cheerfulness. It suggests that blessedness of Christmas will not be completed without Coca-Cola. The commercial attempts to deliver this concept through portrayal of Santa Claus who is an absolute representation of happiness.

It suggests consumers to include Coca-Cola as a part of season greeting celebration. A perception that Coca-Cola always concerns and provides consumer with the best and gratified contribution is generated through the well-known characteristic of Santa Claus.

Target: Family.

Although the main concept of this commercial is a happiness moment during the season greeting, the male voice over at the ending promotes a relationship of parents and children. As a result, this commercial aims to appeal to consumers who are caring parents. Through an employment of small boy as presenter and a touching story line, the commercial successfully captures parents' attention.

Presenter: A cute small boy and a gratified old man acted as a caring Santa Claus is emphasized.

Location: A studio setting with an atmosphere of warm and lovely home where Christmas decoration is beautifully designed.

Logo: Coca-Cola rectangular shape logo in English.

Super: "Share Coke...share happiness." in Thai.

Language: Male voice over attempts to promote good relationship of parents and children.

Music: A puzzling and mysterious music rhythm is chosen to harmonize with the entire concept.

Brand reminding devices: As the main concept is a Christmas occasion, there is no other element to dilute the core idea.

Brand personality: With the sentimental story line which magnificently signifies Coca-Cola as being an emotional beverage who concerns about young children, caring personality is

generated through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the touching story line, both young and adult consumers are motivated to consider the brand as a mentor who always supportively provides encouragement.

Brand personality of this commercial is dramatized through executional elements approach such as emotional story line and moving lyric to convey Coca-Cola as a supportive brand.

Christmas	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								3	2					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Christmas" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Teenager guy stands on a street where a Coca-Cola cart is passing by. He tosses the coin.
Audio: Music
2. Visual: A couple with bottles of Coca-Cola.
3. Visual: Group of people sits on street side with Coca-Cola.
4. Visual: A man shows a coin to camera.
5. Visual: Coca-Cola red cart.
6. Visual: Bottle of Coca-Cola in ice.
7. Visual: A coin is turned on table.
8. Visual: Teenager males are drinking Coca-Cola.
9. Visual: A man is pouring Coca-Cola for a woman.
10. Visual: A biceps with a drawing of Coca-Cola bottle.
11. Visual: A man helps an old woman picking up her belonging from a ground.
12. Visual: Three men are singing.
13. Visual: A hand takes out a coin.
14. Visual: A boy happily holds bottle of Coca-Cola in a motorcycle.
15. Visual: A couple is arguing.
16. Visual: A boy with a dog.
17. Visual: Group of teenagers is drinking Coca-Cola.
18. Visual: A couple makes up when Coca-Cola is presented.
19. Visual: A man holds a bottle of Coca-Cola, which flow of Coca-Cola runs reverse into a contour glass. / logo.

30. Title: Big 15 oz. # 1

Year: 1990

Duration: 30 sec.

Concept: New product.

The television commercial aims to promote new product by turning a unique selling point of the product into a main concept of the entire commercial. It significantly introduces new product usage as well as induces trial. The commercial directly states cost and size of the new product.

The commercial clearly demonstrates how to purchase and consume product through presence of diverse people in various scenes.

As the commercial attempts to promote a message that with an additional one baht, consumer will get larger amount of Coca-Cola. The commercial frequently features scenes of people taking out one baht coin from pocket and the coin itself. In one scene the coin is even presented side by side to Coca-Cola cap to represent the main message. Various lifestyles of people on a street are featured to demonstrate outdoor purchasing behavior as well as to appeal to wider group of target.

The story presents several scenes of people and their typical daily lives in interesting ways. To position Coca-Cola with a courtesy image as well as to portray a generous way of Thai life, scene of young man helping and elder woman picking up her belonging is significantly presented.

The commercial also attempts to symbolize the addition large amount of Coca-Cola by featuring a drawing of Coca-Cola bottle on a man's biceps. As he extends his biceps, the visual of Coca-Cola bottle enlarges to a larger size to demonstrate its great amount.

Target: General consumers.

As various types of presenters are featured in the commercial, primary target is aimed to general consumers.

Presenter: Diverse kind of people are exclusively chosen to make this commercial appeals to wide range of target. These presenters are designed with ordinary looks and typical styles of wardrobe to capture general consumers with simply lifestyles.

Location: To appeal to general consumers especially those whose live typical lives, several outdoor locations on street are emphasized.

Logo: Logo of Coca-Cola, Fanta, and Sprit in Thai.

Super: None

Language: Male voice over provides persuasive information on new product.

"New Coke, Fanta, and Sprit Big 15 ounce. Add one more baht...to receive as much as one and half more amount."

Music: The lyric aims to introduce information of new launched product. It descriptively provides details of price, size, and additional benefit of new product. It successfully induces trial through suggestive music score and lyric performed by female singer.

"Coke Big 15 ounce.

Do you have one more baht?

Add one more baht...to receive as much as one and half more amount.

Coke Big 15 ounce. Coke Big 15 ounce.

Do you have one more baht?

Do you have one more baht?"

Brand reminding devices: Several presenters' wardrobe is designed with identity color of Coca-Cola. Coca-Cola logo is frequently presented through visuals of vending cart and display.

Brand personality: Easy-going personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The story line positions Coca-Cola as a beverage for down-to-earth and ordinary people through employment of simply story line and presenters with typical lifestyles.

Brand personality of this commercial is dramatized through the executional elements approach of dynamic story line and entertaining music.

Big 15 oz. # 1	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+		+		+	
Judge # 2	+												+		+	
Judge # 3	+												+		+	
Judge # 4							+						+		+	
Judge # 5	+												+		+	
TOTAL	3						1				1		5		5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Big 15 oz. # 1" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Teenager guy stands on a street where a Coca-Cola cart is passing by. He tosses the coin.
Audio: Music
2. Visual: Bottle of Coca-Cola in ice.
3. Visual: A couple is arguing.
4. Visual: Coca-Cola red cart.
5. Visual: A man is pouring Coca-Cola for a woman.
6. Visual: A biceps with a drawing of Coca-Cola bottle.
7. Visual: A boy happily holds bottle of Coca-Cola in a motorcycle.
8. Visual: A man shows a coin to camera.
9. Visual: A hand takes out a coin.
10. Visual: A man holds a bottle of Coca-Cola which Coca-Cola runs reverse into a contour glass. / logo.

31. Title: Big 15 oz. # 2

Year: 1990

Duration: 30 sec.

Concept: New product.

The television commercial aims to promote new product by turning a unique selling point of the product into a main concept of the entire commercial. It significantly introduces new product usage as well as induces trial. The commercial directly states cost and size of the new product. The commercial clearly demonstrates how to purchase and consume product through presence of diverse people in various scenes.

As the commercial attempts to promote a message that with an additional one baht, consumer will get larger amount of Coca-Cola. The commercial frequently features scenes of people taking out one baht coin from pocket and the coin itself. In one scene, the coin is even presented side by side to Coca-Cola cap to represent the main message. Various lifestyles of

people on a street are featured to demonstrate outdoor purchasing behavior as well as to appeal to wider group of target.

The story presents several scenes of people and their typical daily lives in interesting ways. To position Coca-Cola with a courtesy image as well as to portray a generous way of Thai life, scene of young man helping and elder woman picking up her belonging is significantly presented.

The commercial also attempts to symbolize the addition large amount of Coca-Cola by featuring a drawing of Coca-Cola bottle on a man's biceps. As he extends his biceps, the visual of Coca-Cola bottle enlarges to a larger size to demonstrate its great amount.

Target: General consumers.

As various types of presenters are featured in the commercial, primary target is aimed to general consumers.

Presenter: Diverse kind of people are exclusively chosen to make this commercial appeals to wide range of target. These presenters are designed with ordinary looks and typical styles of wardrobe to capture general consumers with simply lifestyles.

Location: To appeal to general consumers especially those whose live typical lives, several outdoor locations on street are emphasized.

Logo: Logo of Coca-Cola, Fanta, and Sprit in Thai.

Super: None

Language: Male voice over provides persuasive information on new product.

"New Coke, Fanta, and Sprit Big 15 ounce. Add one more baht...to receive as much as one and half more amount."

Music: The lyric aims to introduce information of new launched product. It descriptively provides details of price, size, and additional benefit of new product. It successfully induces trial through suggestive music score and lyric performed by female singer.

“Coke Big 15 ounce.

Do you have one more baht?

Add one more baht...to receive as much as one and half more amount.

Coke Big 15 ounce. Coke Big 15 ounce.

Do you have one more baht?

Do you have one more baht?”

Brand reminding devices: Several presenters' wardrobe is designed with identity color of Coca-Cola. Coca-Cola logo is frequently presented through visuals of vending cart and display.

Brand personality: Easy-going personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The story line positions Coca-Cola as a beverage for down-to-earth and ordinary people through employment of simply story line and presenters with typical lifestyles.

Brand personality of this commercial is dramatized through the executional elements approach of dynamic story line and entertaining music.

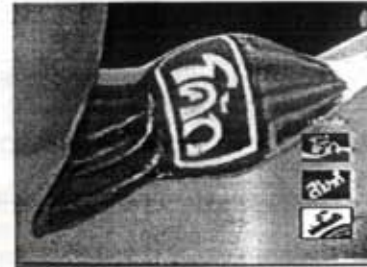
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Big 15 oz. # 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+		+		+	
Judge # 2	+												+		+	
Judge # 3	+												+		+	
Judge # 4							+						+		+	
Judge # 5	+												+		+	
TOTAL	3						1					1	5		5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Big 15 oz. # 2" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A man helps an old woman picking up her belonging from a ground.
2. Visual: Bottle of Coca-Cola in ice.
3. Visual: A couple is arguing.
4. Visual: A coin is turned on table.
5. Visual: A man is pouring Coca-Cola for a woman.
6. Visual: A boy happily holds bottle of Coca-Cola in a motorcycle.
7. Visual: A boy with a dog.
8. Visual: A man shows a coin to camera.
9. Visual: Group of people sits on street side with Coca-Cola.
10. Visual: A biceps with a drawing of Coca-Cola bottle.
11. Visual: A man holds a bottle of Coca-Cola which Coca-Cola runs reverse into a contour glass. / logo.

32. Title: Big 15 oz. # 3

Year: 1990

Duration: 30 sec.

Concept: New product.

The television commercial aims to promote new product by turning a unique selling point of the product into a main concept of the entire commercial. It significantly introduces new product usage as well as induces trial. The commercial directly states cost and size of the new product. The commercial clearly demonstrates how to purchase and consume product through presence of diverse people in various scenes.

As the commercial attempts to promote a message that with an additional one baht, consumer will get larger amount of Coca-Cola. The commercial frequently features scenes of people taking out one baht coin from pocket and the coin itself. In one scene, the coin is even presented side by side to Coca-Cola cap to represent the main message. Various lifestyles of

people on a street are featured to demonstrate outdoor purchasing behavior as well as to appeal to wider group of target.

The story presents several scenes of people and their typical daily lives in interesting ways. To position Coca-Cola with a courtesy image as well as to portray a generous way of Thai life, scene of young man helping and elder woman picking up her belonging is significantly presented.

The commercial also attempts to symbolize the addition large amount of Coca-Cola by featuring a drawing of Coca-Cola bottle on a man's biceps. As he extends his biceps, the visual of Coca-Cola bottle enlarges to a larger size to demonstrate its great amount.

Target: General consumers.

As various types of presenters are featured in the commercial, primary target is aimed to general consumers.

Presenter: Diverse kind of people are exclusively chosen to make this commercial appeals to wide range of target. These presenters are designed with ordinary looks and typical styles of wardrobe to capture general consumers with simply lifestyles.

Location: To appeal to general consumers especially those whose live typical lives, several outdoor locations on street are emphasized.

Logo: Logo of Coca-Cola, Fanta, and Sprit in Thai.

Super: None

Language: Male voice over provides persuasive information on new product.

"New Coke, Fanta, and Sprit Big 15 ounce. Add one more baht...to receive as much as one and half more amount."

Music: The lyric aims to introduce information of new launched product. It descriptively provides details of price, size, and additional benefit of new product. It successfully induces trial through suggestive music score and lyric performed by female singer.

"Coke Big 15 ounce.

Do you have one more baht?

Add one more baht...to receive as much as one and half more amount.

Coke Big 15 ounce. Coke Big 15 ounce.

Do you have one more baht?

Do you have one more baht?"

Brand reminding devices: Several presenters' wardrobe is designed with identity color of Coca-Cola. Coca-Cola logo is frequently presented through visuals of vending cart and display.

Brand personality: Easy-going personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The story line positions Coca-Cola as a beverage for down-to-earth and ordinary people through employment of simply story line and presenters with typical lifestyles.

Brand personality of this commercial is dramatized through the executional elements approach of dynamic story line and entertaining music.

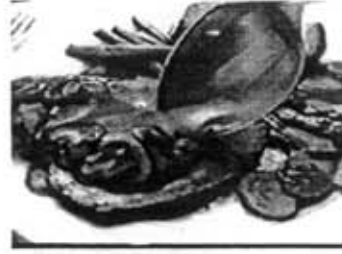
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Big 15 oz. # 3	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+		+		+	
Judge # 2	+												+		+	
Judge # 3	+												+		+	
Judge # 4							+						+		+	
Judge # 5	+												+		+	
TOTAL	3						1				1		5		5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Big 15 oz. # 3" commercial employs demonstration creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** As a clock marks a time change, a woman closes her file book.
Audio: Music
2. **Visual:** A Coca-Cola cap is opened.
3. **Visual:** A woman gets up from her desk in the office.
4. **Visual:** French fried.
5. **Visual:** Five bottles of Coca-Cola .
6. **Visual:** Coca-Cola is poured into a glass.
7. **Visual:** Rice and grilled chicken.
8. **Visual:** Steak.
9. **Visual:** Hands rush to get bottle of Coca-Cola.
10. **Visual:** Hands rush to get fried chicken.
11. **Visual:** Hamburger.
12. **Visual:** Hand picks up bottle of Coca-Cola from cooler
13. **Visual:** Italian food.
14. **Visual:** Pouring Coca-Cola into glass.
15. **Visual:** Cap of Coca-Cola is opened.
16. **Visual:** A woman relaxes in office. She is drinking Coca-Cola.
17. **Visual:** A boy is eating French-fried.
18. **Visual:** Close up of logo.
19. **Visual:** Hamburger.
20. **Visual:** People drink Coca-Cola.
21. **Visual:** A man is eating corn.
22. **Visual:** Boy with pizza.
23. **Visual:** A man is resting. / logo / super

33. Title: Food 2

Year: 1990

Duration: 30 sec.

Concept: Food.

This commercial aims to generate a perception that Coca-Cola is a beverage that contributes to greater taste of food. It attempts to convey that with Coca-Cola, consumers are reassured to have ultimate deliciousness and entertaining moment with all type of foods. The commercial stimulates consumers to significantly include Coca-Cola in their delighted consumption habit. Numerous scenes of food and Coca-Cola are reinforced back and forth to create appetizing appeal among consumers. To capture large groups of prosper consumers, diverse types of food are remarkably presented.

Target: General consumers.

As this commercial attempts to promote food consumption with Coca-Cola, it possibly appeals as well as attracts all consumers.

Presenter: To generate a feeling that Coca-Cola is a beverage for everyone, presenters of this commercial are various from small children to typical adults.

Location: This commercial mostly features indoor locations for greater emphasis on appealing of foods.

Logo: Logo of Coca-Cola, Fanta, and Sprit in Thai.

Super: "The satisfied food... Coke generates greater taste... Coke is it!" in Thai.

Language: As the main emphasis is on compelling music with a lyric to promote Coca-Cola with food consumption, no specific dialogue is presence.

Music: The moving lyric suggests that whenever the consumers seek deliciousness and refreshment, Coca-Cola is the absolute choice to fulfill their pleasure.

"It is a time of deliciousness... tasty... refreshing... exciting.

Moving as we desire... seeking for deliciousness.

There are numerous tastes to try.

Coke is refreshing as we seek.

Coke is it! Calling for Coke. The definite refreshment.

Coke is it! Overcome thirst... Coke is it!

Calling for Coke... Refresh as desire.

The satisfied food... Coke is it! "

Brand reminding devices: since the entire commercial focuses on numerous scenes of Coca-Cola, no brand-reminding element is essential.

Brand personality: With the employment of numerous styles of foods, satisfied personality is generated through self-expression model which consumers see the brand as vehicle to express a part of their self identity, and lifestyles. As the story line attempts to symbolize that Coca-Cola is suitable for all types of food, consumers are enhanced to perceive Coca-Cola as a brand to bring satisfaction taste to all foods.

Brand personality of this commercial is emphasized through executional elements to convey consumers that Coca-Cola is a suitable beverage for all types of food.

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Food 2	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2	+												+			+
Judge # 3											+			+		+
Judge # 4	+												+			+
Judge # 5	+												+			+
TOTAL	3										2		3	2		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Food 2" commercial employs demonstration creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A teenager male with a broken arm resting in a hospital bed. He is looking at a nurse who puts two bottles of Coca-Cola on a table.
Audio: Music
2. Visual: He turns to discuss with his friend who has a broken arm too.
3. Visual: Both of them use their minds to fly bottles of Coca-Cola to them.
4. Visual: Bottles fly passes an old janitor.
5. Visual: They open bottles of Coca-Cola.
6. Visual: They joyously drink Coca-Cola.
7. Visual: Two beautiful nurses walk pass by.
8. Visual: Both teenager men look at each other.
9. Visual: They begin to use their mind again on nurses. / logo / super

34. Title: Flying Coke

Year: 1990

Duration: 30 sec.

Concept: Teenager's lifestyles.

This commercial uses an animated and energetic story line of two teenager men who are hospitalizing in the hospital to convey a message that the taste of Coca-Cola is too excellent to be ignored. The key concept is to stimulate consumers to develop attitudes that Coca-Cola guarantees to provide the ultimate satisfaction for all people.

A perception to demonstrate Coca-Cola as an irresistible beverage is reinforced through story line of two dynamic young men with broken arms using their minds to fly bottles of Coca-Cola to them.

Target: Young consumers.

This commercial employs humorous story line to attract young consumers who are in the same age range of both presenters.

Presenter: Two young men with playful look are chosen as main presenters to favorably deliver comic mood and tone of the commercial.

Location: An indoor location of hospital setting is realistically set to harmonize with a story line.

Logo: Logo of Coca-Cola, Fanta, and Sprit in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence as the main emphasis is on the animated visual.

Music: A mysterious music score helps generating a magical characteristic and exciting atmosphere for the entire commercial. The lyric suggests that Coca-Cola is a taste of happiness, which is inescapable for all consumers.

"Can not withhold because Coca-Cola generates happiness and refreshing taste. Satisfy as expectation. To be satisfied...Coke is it!"

Brand reminding devices: As bottles of Coca-Cola are already the main emphasis, no other element is presented.

Brand personality: Irresistible personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the playful characteristic of both presenters and the animated story line, the commercial reassures that consumers would definite unable to ignore Coca-Cola's refreshing taste.

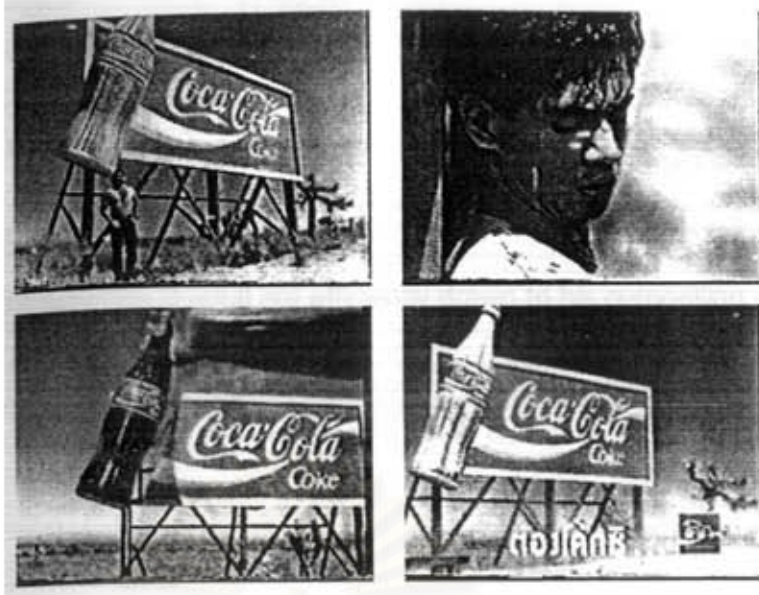
Brand personality of this commercial is dramatized through the executional elements approach of the energetic story line and choice of lively music.

Flying Coke	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1		+												+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4					+									+		+
Judge # 5		+												+		+
TOTAL		4			1									5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Flying Coke" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** An ordinary young man standing in a distant desert with an old billboard of Coca-Cola.
Audio: Music
2. **Visual:** He escapes from hot sun and heat temperature under the billboard.
3. **Visual:** Drops of water fall on his shoulder.
4. **Visual:** A man seems confused. He walks away to view the entire billboard.
5. **Visual:** He uses his hand to wipe part of bottle on billboard. Drops of water run through his hand.
6. **Visual:** He is amazed.
7. **Visual:** Bottle of Coca-Cola on billboard is alive. It starts shaking.
8. **Visual:** A man reaches out to grab a bottle.
9. **Visual:** Bottle on billboard becomes real. A man takes out the bottle and drinks it.
10. **Visual:** A bus arrives.
11. **Visual:** A man joyously drinks Coca-Cola with refreshing expression.
12. **Visual:** As the bus stops, a man turns into trendy good looking person steps on the bus.
13. **Visual:** A bus moves away.
14. **Visual:** A billboard of Coca-Cola. / logo / super

35. **Title: Cut Out**

Year: 1990 **Duration:** 30 sec.

Concept: Refreshment.

The story attempts to signify the refreshing characteristic of Coca-Cola. It supportively strengthens a perception that Coca-Cola is source of energy and rejuvenation to help consumers escape from dehydration. The story employs the thrilling story line of a young man in a setting of heat remote desert to successfully dramatize the unique brand's attribute and key concept to prospect consumers. Scene when a look of the young man is totally changed after drinking Coca-Cola symbolizes Coca-Cola as a proper beverage for young stylish fashionable

consumers. These visuals supportively reinforce Coca-Cola's brand position of being an ultimate refreshing beverage.

Target: General consumers.

General consumers, especially young adult are efficiently drawn to his compelling story line.

Presenter: A good looking young man is the only main character to deliver the significant message.

Location: A distant desert location is designed with a dry and hot atmosphere to generate high temperature ambience.

Logo: Logo of Coca-Cola, Fanta, and Sprite in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is present.

Music: The music melody is designed with exciting and stimulus tunes to harmonize with the thrilling story line. A song performed by male singer aims to emphasize attribute of Coca-Cola to generate refreshing taste to all consumers.

"Irresistible...in this extremely hot temperature,
there must be the refreshing Coke...as expected.

To be desired, Coke is it!"

Brand reminding devices: Coca-Cola billboard is the main emphasis of this commercial.

Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing

personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

Cut Out	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1												+		+	+	
Judge # 2												+	+		+	
Judge # 3									+					+	+	
Judge # 4												+	+		+	
Judge # 5									+					+	+	
TOTAL								1	1			3	2	3	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Cut Out" commercial employs problem & solution creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A couple romantically run in a sea.
Audio: Music
2. Visual: Bottles of Coca-Cola.
3. Visual: Grandmother teaches her nieces who are holding a bottle of Coca-Cola to cook.
4. Visual: Group of teenagers cheerfully drinks Coca-Cola.
5. Visual: Teenagers splash water.
6. Visual: A couple is trying to escape water sprinkle in a park.
7. Visual: A couple embraces with Coca-Cola.
8. Visual: A young man who is walking across a wooden bridge falls into a pond.
9. Visual: A woman joyously laughs.
10. Visual: A small boy accidentally drops his pant.
11. Visual: Family members cheerfully laugh.
12. Visual: Teenagers slide on a hill.
13. Visual: A woman drinks Coca-Cola.
14. Visual: A couple is hugging. / logo / super

36. Title: Happiness

Year: 1990 Duration: 30 sec.

Concept: Happiness.

Coca-Cola once again returns to its concept of being a beverage of happiness and refreshment. The commercial employs several scenes of friends, and family having pleasant time at different places with presence of Coca-Cola. It suggests consumers to bring and share Coca-Cola when they are experiencing cheerful activities. The commercial exhibits assorted situations such as a couple hugging on a beach, grandmother teaching her nieces to cook in a kitchen, and group of teenagers amusingly talk in a park. Happiness expression such as smile

and laugh are portrayed in every scene to enhance consumers' perception that Coca-Cola is a beverage to accommodate all happy moments.

Target: Family.

As the commercial emphasizes on scenes of diverse people having joyous times, general targets ranging from small kid to elderly are obviously aimed.

Presenter: Typical Thai Presenters with good sense of humor are employed to appeal to mass consumers.

Location: Several outdoor locations where people usually gather for enjoyable activity such as park and beaches are the main concentration.

Logo: Logo of Coca-Cola, Fanta, and Sprit in Thai.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presence in this commercial.

Music: A bright and dazzling melody significantly stimulates audiences' attention. A lyric beautifully performed by female singer generates pleasant atmosphere to harmonize with the main concept of the commercial.

"The ultimate joy...laughing and happy.

Drink Coke for refreshment.

Everyone is happy.

Wherever and whomever we drink Coke with will be fun...the bright taste.

Everyone is happy and jubilant.

Happy and colorful...Coke is it for refreshment.

Refreshing...Coke is it!"

Brand reminding devices: Identity color of Coca-Cola is frequently displayed through outfits of the presenters.

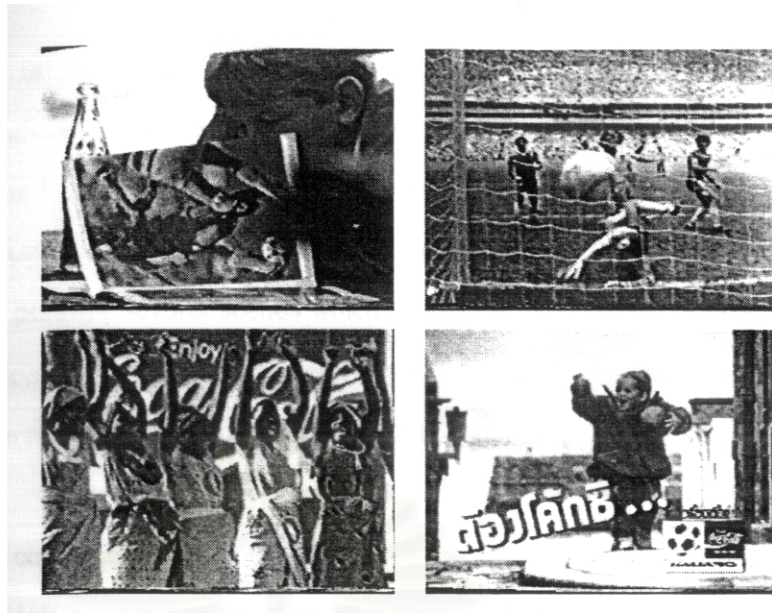
Brand personality: Joyous personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. Scenes of presenters having a great time with Coca-Cola helps reinforcing this personality.

Brand personality of this commercial is signified through the executional elements approach of pleasant story line and choice of energetic music.

Happiness	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2														+		+
Judge # 3														+		+
Judge # 4														+	+	
Judge # 5								+						+	+	
TOTAL								1						5	2	3

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Happiness" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. **Visual:** A foreign boy in soccer uniform is looking at a world cup collection book.
Audio: Music
2. **Visual:** Boys are playing soccer in a desert.
3. **Visual:** African boy in soccer uniform is rowing a boat.
4. **Visual:** Two foreign boys in soccer uniforms are walking with bottles of Coca-Cola in their hands.
5. **Visual:** A woman runs with Italian flag.
6. **Visual:** Two men are holding country flags.
7. **Visual:** Various nationalities people with country flags in Coca-Cola bus.
8. **Visual:** A soccer player in soccer field.
9. **Visual:** Boys are playing soccer.
10. **Visual:** Working aged men are talking about world cup and drinking Coca-Cola.
11. **Visual:** Teenagers are drinking Coca-Cola while playing soccer.
12. **Visual:** Goal charges a ball.
13. **Visual:** People cheer soccer.
14. **Visual:** Old lady throws a ball.
15. **Visual:** Lots of flags.
16. **Visual:** Soccer player kicks a ball into goal.
17. **Visual:** A man who stands in front of red car is happy.
18. **Visual:** Soccer players hug one another in joy.
19. **Visual:** African women cheer.
20. **Visual:** Small boy with red T-shirt carries a ball. / logo / super

37. **Title: World Cup**

Year: 1990

Duration: 30 sec.

Concept: Sport.

This television commercial attempts to inform consumers about Coca-Cola's remarkable contribution of an official sponsor of the 1990 World Cup. Instead of directly claim the sponsorship that will be too unstylish and tasteless for consumers, Coca-Cola turns to highlight concept of being supportive to children. By using children as a main focal, the commercial

successfully creates an emotional attitude among consumers. It generates perception that Coca-Cola is a generous brand who has a good will for children around the world. It also creates an awareness that Coca-Cola is a great supporter for a world class sport event which countless people around the world are keeping their eyes on.

The commercial portrays several scenes which children of different nationalities practicing soccer. In order to appeal to general consumers, this commercial also presents scenes of adult and elderly from different countries joyously cheer soccer matches.

Target: General consumers.

This commercial appeals to general consumers of all ages, professions, and nationalities.

Presenter: People of all ages ranging from small boy, teenagers, and elderly are featured as well as people from various races to make this commercial appeals to everyone.

Location: Different outdoor locations from various countries are featured to get closer relation to general consumers.

Logo: Logo of Coca-Cola, Fanta, and Sprite in Thai / 1990 World Cup logo.

Super: "Coke is it!" in Thai.

Language: Male voice over gently captures attention from all consumers with a supportive message to position Coca-Cola as a source of encouragement for people all over the world.

"World Cup, a dream for million people. Coke is an inspiration for people from all countries and all languages in the significant World Cup event."

Music: The light melody with performance from both male and female singers enhances the entire concept of Coca-Cola.

"Keep dreaming and looking forward for the distant destination.

When we are full of determined dream, the dream will come true.

Share Coke...share hope. The refreshing taste...Coke is it! Share Coke...share hope."

Brand reminding devices: Red identity color is presented through wardrobe of several presenters, on bus, and on car.

Brand personality: Encourage personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the supportive music lyric, consumers are motivated to consider the brand as a supportive friend for all situations.

Brand personality of this commercial is signified through executional elements approach of story line and choice of music.

World Cup	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2											+		+			+
Judge # 3										+				+	+	
Judge # 4											+			+		+
Judge # 5											+			+		+
TOTAL											1		4	4	1	4

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "World Cup" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Couple of people is running with a background of sun.
Audio: Music
2. Visual: Athlete engages in weight lifting.
3. Visual: Close up of Coca-Cola logo.
4. Visual: Soccer players.
5. Visual: Swimmers.
6. Visual: Athletes perform judo.
7. Visual: Cyclists.
8. Visual: Bottle of Coca-Cola is pulled from ice.
9. Visual: Female athlete performs gymnastic.
10. Visual: Cyclist speeds pass Coca-Cola truck.
11. Visual: Female runner goes through the finish point.
12. Visual: Male swimmer.
13. Visual: Tarkraw player.
14. Visual: Female swimmer.
15. Visual: Ice falls into glass of Coca-Cola.
16. Visual: Male athletes perform karate.
17. Visual: Close up of Coca-Cola bottle.
18. Visual: Soccer players.
19. Visual: Goalkeeper joyously drinks Coca-Cola. / logo / super

38. Title: Asian Game

Year: 1990

Duration: 30 sec.

Concept: Sport.

This television commercial aims to generate awareness that Coca-Cola is an official sponsor of the Asian Game. It reinforces a positioning that Coca-Cola is a supportive company for sport event. The commercial encourages all athletes, especially Thai athletes to be determined in the challenging game. The athletes are inspired to do their best to achieve their

compelling competition. Several scenes from the previous Asian Game are placed back and forth with sport scenes from the previous Coca-Cola commercials.

Target: General consumers.

As this commercial generates positive perception among consumers that Coca-Cola supportively conducts several contributions in sport event, targets of this commercial are general consumers.

Presenter: Both real life athletes and actors are featured in this commercial to generate a believable perception.

Location: Several indoor and outdoor locations of sport arenas such as swimming pool, and soccer field are chosen to harmonize with the entire concept.

Logo: Coca-Cola rectangular shape logo in Thai / Asian Game logo.

Super: "Coke is it!" in Thai.

Language: No specific dialogue is presented because the main emphasis is on visuals of exciting sport.

Music: A compelling music melody is created to harmonize with competitive sport event of the Asian Game. The supportive lyric stimulates all athletes to gain confidence and determination in the challenging game. It suggests athletes to not easily give up their eager to win.

"When participate in the competitive contest...

We must determine to achieve the goal.

When compete in the contest...it must be Coke to refresh...to win Asian Game.

Determine to reach the destination. Confidently win the Asian Game.

When compete in the contest...it must be Coke to refresh...

The refreshing Coke...the satisfied Coke is it!"

Brand reminding devices: None

Brand personality: Encourage personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the supportive music lyric, consumers are motivated to consider the brand as a supportive friend for all situations.

Brand personality of this commercial is signified through executional elements approach of story line and choice of music.

Asian Game	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+		+
Judge # 2											+		+			+
Judge # 3									+					+	+	
Judge # 4											+			+	+	
Judge # 5											+			+		+
TOTAL									2		3		1	4	2	3

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Asian Game" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Super : "For Thailand with our heart."
Audio: Music
2. Visual: A train runs out from tunnel.
3. Visual: Determined teenagers are holding bottles of Coca-Cola on a train.
4. Visual: A teenager male looks out of train window.
5. Visual: Reflection of forest from picture frame.
6. Visual: Close up of a man's face.
7. Visual: A young woman looks out of train window.
8. Visual: A classroom in the middle of forest.
9. Visual: A woman smiles on a train.
10. Visual: A young man re-shapes a paper clip.
11. Visual: A futuristic design table with a paper clip shaped legs on a beach.
12. Visual: A young man joyously drinks Coca-Cola on a train.
13. Visual: Children are holding mirrors with reflection of green grass field.
14. Visual: Children are holding mirrors with reflection of young students.
15. Visual: Mirrors with reflection of elderly.
16. Visual: A young man on a train is holding a can of Coca-Cola.
17. Visual: Mirrors with reflection of sky.
18. Visual: Group of teenagers on a train with bottles of Coca-Cola.
19. Visual: Everything turns dark.
20. Visual: Logo on black background. / super

39. Title: For Thailand

Year: 1991

Duration: 90 sec.

Concept: Corporate.

As Coca-Cola significantly sets its business philosophy to develop the business as well as to gloriously contribute to society's improvement, Coca-Cola foresees that youth is the most important resource who can contribute many great benefits to society. As a result, Coca-Cola

conducts this television commercial to stimulate youth to develop sense of responsibility and patriotism. This commercial encourages youth to continuously preserve the goodness of Thai tradition and culture. It inspires youth to plan to do some valuable and momentous contributions to the country.

As this commercial is intentionally conducted with soft sales approach, there is only one Coca-Cola logo in this commercial, the commercial also attempts to communicate to adult audience that deep in youths' hearts they all have instinct for social responsibility.

The commercial symbolizes train as a vehicle to bring youth to future of the nation. As the train moves forward, teenagers on board witness reflection from mirrors located along both sides of the journey trip. These reflections represent through and perception of what youths could return to society. Messages of these reflection scenes aimed to tell youth audiences of what other people expect from them. For example the reflection of trees represents youth's intention to have as many as possible tree in Thai's forest. The reflection of children symbolizes those who will succeed the responsibility to reinforce Thai culture from the youth. The reflection of elderly represents those generations that will leave behind duty to shape future of the nation to youths. Several scenes of youths' gestures are symbolic messages to demonstrate to all adult audiences of what the youths' thought are. For example, scene of youth visualizing a paper clip as table legs symbolizes youth's innovation and creativity.

Target: General consumers.

This compelling commercial intentionally communicates to both adult and youth targets. For young audience, this commercial encourages them to be responsive to society. While for adult target, the commercial intentionally generates an attitude that youths are aware of their responsibility to society.

Presenter: To reinforce the main message of this commercial, Thai teenager both genders are focussed.

Location: Beautiful outdoor locations of Thailand such as forest, bran, beach, and temple are exclusively portrayed to harmonize with the story line to promote youths to think of the country.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "For Thailand with the sincere heart...Coke is it!" in Thai.

Language: The male voice over narrated Coca-Cola's point of view and its willing to be supportive as well as encourages Thai youths to contribute social activity for Thailand.

"We understand the truth feeling of Thai youths towards our beloved country. And Coke will be your forever companion to successfully reach the achievement."

Music: The music score and striking lyric are magnificently composed and performed by leader of the famous, Carabow band. The stimulus melody and touching lyric aimed to suggest youth to consider what they could contribute to the nation's future. It reinforces perceptions of youths to see themselves as people who could shape direction of the nation.

"The passing nights and days and history.

The wind, the sunshine, the mountain, at the Thai's glorious rivers.

Keep going as we usually do. Be what we usually are.

Never ignore anything. Never ignore anything.

Never tired, we will ever know. This is the deepest of our thought.

*If I let you teach...will you be able to teach?

If I let you think...what will you think?

If I let you do...what will you do? With love and determination.

Despite the time, I am ensured that you are a future
who will direct Thailand's future.

(repeat *)

For Thailand with the sincere heart...

For Thailand what will you contribute?"

Brand reminding devices: None

Brand personality: Encourage personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers.

With the supportive music lyric, consumers are motivated to consider the brand as a supportive friend for all situations.

Brand personality of this commercial is signified through executional elements approach of story line and choice of music.

For Thailand	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+	+	
Judge # 2								+						+	+	
Judge # 3											+			+	+	
Judge # 4												+		+	+	
Judge # 5											+			+	+	
TOTAL								1			3	1		5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "For Thailand" commercial employs vignettes creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A dull country-looking bar with hot ambience.
Audio: Music
2. Visual: An ordinary man walks towards musician who is sitting in a bar. He asks to play music with the musician.
Audio: Man 1 : "Can I perform with you?"
3. Visual: A musician replies.
Audio: Man 2 : "Are you sure that you are qualified?"
4. Visual: A man turns to take bottle of Coca-Cola out from the cooler.
5. Visual: A woman turns to look at a man.
6. Visual: A man drinks Coca-Cola.
7. Visual: A musician asks a man.
Audio: Man 2 : "Don't be so slow. Can you begin now?"
8. Visual: A man plays guitar with Coca-Cola bottle in his hand.
9. Visual: A man powerfully performs.
10. Visual: A woman joyously looks at him.
11. Visual: People cheer him.
12. Visual: A musician says.
Audio: Man 2 : "You may start performing with us today."
13. Visual: A man replies. / logo / super
Audio: Man 1 : "Are you qualified?"

40. Title: Guitar

Year: 1991

Duration: 90 sec.

Concept: Music.

This television commercial intentionally created to attract target whose core interest is based on music related activity. The commercial definitely has no specific meaning, it simply attempts to connect Coca-Cola and music together. It is a story of an ordinary guitarist entering into a Mexican Style bar where he seeks an opportunity to splendidly perform with the band,

which usually performs at the bar. However he is cruelly scorned and ignored. The bandleader challenges him to show his musician talent. However before he begins his powerful performance, he confidently drinks Coca-Cola. He also compellingly holds a bottle of Coca-Cola in his hand while incredibly performs his guitar. At the end, he is requested to become a member of the band. But he aggressively challenges back the bandleader.

Target: Young consumers.

The moving story line probably fascinates young adult targets that like to be challenged and involving in music activity.

Presenter: A typical Mexican look man is chosen as the main character to persuade audiences that he is an ordinary man. All extras are reassured to have exotic characteristics.

Location: A foreign location of Mexican bar setting is enhanced with dull and humid ambience.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Coke is it!" in Thai.

Language: A challenging dialogue between the main character and the brand leader is accompanied to generate a compelling mood and tone.

Music: An arousing guitar solo performance is employed as main feature to convey that the main character has an excellence skill in music.

Brand reminding devices: Red Coca-Cola cooler is the only element in this compelling commercial.

Brand personality: Liberated personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles.

As the commercial positions Coca-Cola as a choice of people who are independent, consumers are motivated to perceive Coca-Cola as a liberated brand.

Brand personality of this commercial is signified through executional elements such as arousing story line and exciting choice of music.

Guitar	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								4	1					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Informercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Guitar" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Pongsit is practicing a guitar in a recording studio.
Audio: Music
2. Visual: A young man admiringly looks at Pongsit.
Audio: Pongsit : "I am glad to be what I am today."
3. Visual: Pongsit looks at a young man.
Audio: Pongsit : "It is because I have a chance to do whatever I wish."
4. Visual: Pongsit sends signal to the sound engineer to stop the rehearsal.
Audio: Pongsit : "Whatever you are considering..."
5. Visual: A young man is playing guitar.
Audio: Pongsit : "Don't give up."
6. Visual: Pongsit accidentally sees the young man.
7. Visual: Pongsit opens a Coca-Cola cooler to take out bottle of Coca-Cola.
8. Visual: Pongsit walks towards a young man.
9. Visual: A man turns to look at Pongsit.
10. Visual: Pongsit hands bottle of Coca-Cola to a young man.
Audio: Pongsit : "Do try hard."
11. Visual: A young man smiles.
12. Visual: Both persons joyously play guitar together. / logo / super

41. **Title: Pongsit**

Year: 1992

Duration: 30 sec.

Concept: Music.

An emotional story line is elaborately engaged to generate an impressive attitude toward brand image of Coca-Cola. This commercial also employs celebrity, Pongsit who is an ideal folk singer to powerfully deliver main message. The commercial gloriously advocates teenagers

to endeavor for their dream. It suggests young consumers to not easily let go of their goal. The commercial signifies Coca-Cola's love and caring attitude toward consumers.

Pongsit performs as a symbolic of Coca-Cola to demonstrate to all prospect consumers that Coca-Cola is a truly companion who will supportively stand by one's side.

Target: Young consumers.

Teenager and young adult targets probably enjoy watching this emotional commercial which combines both compelling message and music activity together.

Presenter: A famous folk singer, Pongsit is the main emphasis of this commercial, while a young man with determined characteristic is perfectly chosen to represent prospect target group.

Location: An indoor setting of recording studio is brilliantly organized to generate an enlivening atmosphere.

Logo: Coca-Cola rectangular shape logo in Thai.

Super: "Coke loves you" in Thai.

Language: Pongsit supportively delivers the significant message by himself to encourage people to pursue their goal as well as to see Coca-Cola as a magnificent companion.

Music: One of Pongsit's most admirable song is dramatically performed in the beginning of the commercial.

Brand reminding devices: Only red Coca-Cola cooler is placed in this commercial.

Brand personality: Encourage personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers.

With the supportive music lyric, consumers are motivated to consider the brand as a supportive friend for all situations.

Brand personality of this commercial is signified through executional elements approach of story line and choice of music.

Pongsit	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+				+		+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5				1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Pongsit" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** A foreign boy is kicking a ball, while his grandfather and grandmother are looking at him.
Audio: Music
2. **Visual:** Group of children plays baseball.
3. **Visual:** Group of children plays soccer.
4. **Visual:** A boy contests judo with his friend.
5. **Visual:** A girl plays gymnastics.
6. **Visual:** Girl plays ice skates.
7. **Visual:** Group of boy in hockey uniforms with Coca-Cola logo.
8. **Visual:** Boy plays soccer.
9. **Visual:** Girl gymnastic team with a signage showing that Coca-Cola is the main sponsor.
10. **Visual:** Boy rides a donkey with a tray containing lots of soccer balls.
11. **Visual:** Team of Japanese boy baseball team post for victorious moment with a signal to inform of Coca-Cola's sponsorship.
12. **Visual:** A boy passes bottle of Coca-Cola to friend.
13. **Visual:** A girl takes a rest from her gymnastic practice by drinking Coca-Cola.
14. **Visual:** A boy embraces another boy. / logo / super

42. **Title:** Olympic

Year: 1992

Duration: 30 sec.

Concept: Sport.

Coca-Cola persuasively strengthens attitude of consumers towards its distinguished contribution to society. Instead of directly announces its official sponsorship of the Olympic Game 1992, Coca-Cola turns to signify this significant action through appearances of numerous determined children. Consumers are emotionally enhanced to develop a perception that Coca-Cola is a local company who frequently participates and supports numerous social events. It enhances Coca-Cola's early campaigns, which positions it as a trusted friend. The commercial deliberately denotes Coca-Cola's prestigious concern towards future of worldwide children. The

commercial encourages children to develop their sport skill to successfully compete in the world event. Scenes of children from several countries participating in various sports are highlighted to reinforce Coca-Cola's distinguished image.

Target: General consumers.

This commercial intentionally communicates to consumers of all ages. The adult targets are provocatively attracted to the heartwarming concept and story line, which involved numerous children. Young children are drawn to presenters with their similar age ranges.

Presenter: Young adolescents from assorted countries and nationalities are main characters to deliver a sentimental message.

Location: Plentiful sport arenas both indoor and outdoor such as baseball field, gymnastic court, and soccer field are thoughtfully emphasized to coincide with Coca-Cola's core message to announce its official sponsor of the Olympic game.

Logo: Coca-Cola rectangular shape logo in Thai / The official sponsor of the 1992 Olympic Game logo.

Super: "Coke loves you" in Thai.

Language: Male voice over elaborately narrates Coca-Cola's distinguish contribution to society. The dialogue enthusiastically encourages young target to set their hope high to be part of Olympic legendary.

MVO : "We foresee the potential in all young children. That is our motivation to support sport projects worldwide for young children. We have a glorious hope that some day Thai children will become a nation's history in the Olympic Game. Coke always sincerely supports Thai children"

Music: A sentimental music score beautifully stimulates consumer's positive perception toward the prestigious image.

Brand reminding devices: In addition to the red and white sport uniform of presenters, banners claiming Coca-Cola as sponsor of sport events in diverse countries such as baseball game in Japan and gymnastic match in USA are emphasized.

Brand personality: Encourage personality is dramatized through the relationship basis model. This model develops the relationship between the brand-as-person and the consumers. With the supportive music lyric, consumers are motivated to consider the brand as a supportive friend for all situations.

Brand personality of this commercial is signified through executional elements approach of story line and choice of music.

Olympic	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2											+		+			+
Judge # 3									+					+		+
Judge # 4											+		+			+
Judge # 5								+						+		+
TOTAL								1	1		3		2	3		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Olympic" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: North pole with blue color tone.
Audio: Music
2. Visual: A polar bear is walking.
3. Visual: A polar joins group of sitting polar bears.
4. Visual: Red and white rays appear on sky.
5. Visual: Polar bears are happy.
6. Visual: All polar bears are holding bottles of Coca-Cola.
7. Visual: Polar bears look at bottles.
8. Visual: Polar bears drink Coca-Cola.
9. Visual: A polar bear smiles with satisfaction and hold bottle of Coca-Cola. / super / logo

43. Title: Polar Bear

Year: 1993

Duration: 30 sec.

Concept: Happiness.

This playful commercial is the first commercial of Coca-Cola to announce new concept of "Always Coca-Cola". To prosperously attract attention of mass consumers polar bear's adorable characteristic and amusing look are highlighted as main emphasis. The commercial intentionally inspires consumers to recognize Coca-Cola as a soft drink, which could successfully win over countless consumers' satisfaction. This is a cheerful animation with a North Pole setting where polar bears are experiencing Coca-Cola's pleasant moment.

Target: General consumers.

General consumers, especially young and female consumers who assembly drawn to a polar bear's cuteness.

Presenter: A computerized large white polar bear is the eye-catching presenter of this playful commercial.

Location: A computerized setting of North Pole is elaborately designed to harmonize with the story line.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: No dialogue is present.

Music: No significant music score is employed because the entire commercial is designed with peaceful feeling and special sound effect of polar bears jubilantly drink Coca-Cola is emphasized.

Brand reminding devices: None

Brand personality: Satisfied personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With expression of the satisfied polar bears, consumers are enhanced to perceive Coca-Cola as a beverage, which always provides the gratifying taste to them.

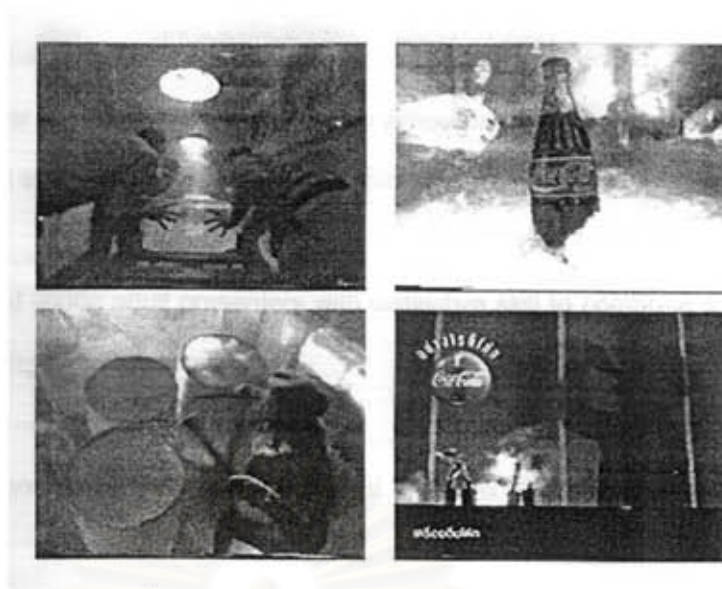
Brand personality of this commercial is dramatized through the executional elements approach of the animated story line and choice of art direction.

Polar Bear	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+		+
Judge # 2				+										+		+
Judge # 3		+												+		+
Judge # 4				+										+		+
Judge # 5				+										+		+
TOTAL		1		4										5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Polar Bear" commercial employs animation creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A factory with plenty of large pieces of ice.
Audio: Music & sound effect.
2. Visual: A man smashes piece of ice.
3. Visual: People cheerfully hit ice.
4. Visual: Two men with large oil tanks tying with their feet are stepping on ice.
5. Visual: People pleasantly kick ice.
6. Visual: Bottle of Coca-Cola comes out from ice.
7. Visual: A man hits ice.
8. Visual: Three bottles of Coca-Cola in ice.
9. Visual: A man in red cap hits ice.
10. Visual: A woman kicks ice.
11. Visual: Bottles of Coca-Cola.
12. Visual: People smash ice.
13. Visual: A man drinks Coca-Cola.
14. Visual: Shadow of men drinking Coca-Cola. / super / logo

44. Title: Ice Pick

Year: 1993

Duration: 30 sec.

Concept: Teenager's lifestyles.

This particular television commercial has no definite story line because striking sound effect of ice smashing is the primary focal point. It does not attempt to communicate any specific message to consumers. The commercial only aims to attract consumers' attention through a stunning story line. As a result, the commercial features countless scenes of teenagers beating chunks of ice in a factory setting. As they repeatedly smash ice, different beats of hitting sound become a compelling music tune. The commercial presents several ways to make noise out of ice such as forcefully kicking, heavily stepping, and intensively stabbing.

Target: Young consumers.

Since this particular commercial seems to be too difficult for mass consumer to understand, specific target such as teenager or young adult is potentially considered.

Presenter: Typical young adult presenters with distinctive skill to compose arousing music tune out of ice smashing are main emphasis.

Location: An indoor setting of an old abandoned factory is dramatized to coincide with the main concept.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: No dialogue is presence in this commercial because the main emphasis is the compelling noise of ice smashing.

Music: No certain music scene is employed because the remarkable sound effect of ice smashing noise is highlighted.

Brand reminding devices: None

Brand personality: Dynamic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. The compelling visual and audio encourage consumers to think of Coca-Cola as beverage for activating consumers who involve their lives with energizing activity.

Brand personality of this commercial is signified through the executional elements approach of story line and powerful choice of audio.

Ice Pick	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2											+			+		+
Judge # 3		+												+		+
Judge # 4											+			+		+
Judge # 5											+		+			+
TOTAL		1									3			1		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Ice Pick" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A supermarket staff brings out cases Coca-Cola from storage.
Audio: Music
2. Visual: He stores bottles of Coca-Cola in freezer.
3. Visual: A man opens freezer and takes out bottle Coca-Cola.
4. Visual: He puts it in a supermarket cart.
5. Visual: He pays at cashier.
6. Visual: Cashier put bottle of Coca-Cola in a bag.
7. Visual: A man brings a cart to his car where he stores Coca-Cola there.
8. Visual: A man stores bottle of Coca-Cola in an ice cooler at the park where he goes for pick nick with his friend.
9. Visual: Lot of hands take bottles of Coca-Cola out from cooler.
10. Visual: A hand picks bottle of Coca-Cola and put it on a table.
11. Visual: A man opens the bottle and drinks half of it.
12. Visual: He puts the bottle which has only half of Coca-Cola left on the table. / super / logo

45. Title: Supermarket

Year: 1993

Duration: 30 sec.

Concept: Product usage.

For some consumers this television commercial seems to be a typical commercial with interesting shooting style because wide-angle shots are continuously shot. For example, when a bottle of Coca-Cola is placed in supermarket cart, camera would directly focus on the bottle. As the bottle is removed, camera continuously centralizes on the bottle. Background and the surrounding people are totally ignored to create provocative scenes throughout the entire commercial.

With the fascinating visual, this commercial persuasively demonstrates to consumers how the product is purchased and consumed. It signifies the complete life cycle of Coca-Cola right from the beginning when bottles of Coca-Cola are displayed in supermarket and the last scene when young male in a park consumes Coca-Cola.

Throughout these scenes, consumers gradually become aware and acknowledge of what the purchasing and consumption patterns are. As consumers are enhanced by typical consumption habit and product usage portrayed in the commercial, they are stimulated to purchase and consume Coca-Cola for out door activity.

Target: General consumers.

As the commercial aims to demonstrate product usage as well as to persuade consumers to occasionally drink Coca-Cola, this commercial meaningfully communicates to general target, especially young consumers.

Presenter: Ordinary look presenters are engaged to passionately attract young target.

Location: Both indoor and outdoor locations are depicted to convey persuasive consumption behavior.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: No dialogue is presence in this commercial.

Music: Only active and energetic music tone is presented to magnetically fascinate consumers.

Brand reminding devices: As the entire commercial centralizes on visual of Coca-Cola bottles, no additional element is essential.

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the energetic story line, consumers are motivated to perceive Coca-Cola as a lively beverage for active people.

Brand personality of this commercial is signified by the executional elements approach of art direction, and compelling music.

Supermarket	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2								+					+			+
Judge # 3	+													+		+
Judge # 4	+												+			+
Judge # 5	+												+			+
TOTAL	3							1			1		3	2		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Supermarket" commercial employs demonstration creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A man is looking at a bottle of Coca-Cola, which is being opened.
Audio: Music
2. Visual: A woman is looking at a bottle of Coca-Cola, which is being opened.
3. Visual: A man hits a can.
4. Visual: Young boy is tabbing a bottle.
5. Visual: A woman is tabbing a bottle.
6. Visual: A man is blowing the edge of the bottle.
7. Visual: A hand hits a contour glass.
8. Visual: A woman shakes a can.
9. Visual: A woman joyously dances.
10. Visual: A man hits drum.
11. Visual: A man shakes a can.
12. Visual: A boy hits a can.
13. Visual: A woman cheerfully dances.
14. Visual: Lots of people are dancing and shaking bottles.
15. Visual: A bottle is opened.
16. Visual: A man on a beach is hitting a bottle.
17. Visual: Lots of people are having a good time on a beach.
18. Visual: A woman drinks Coca-Cola.
19. Visual: A man drinks Coca-Cola.
20. Visual: Logo and super on red background.

46. Title: Swimmer

Year: 1993

Duration: 60 sec.

Concept: Happiness.

This television commercial has no certain story line. It only attempts to indicate that Coca-Cola could possibly create enjoyable moment for diverse consumers of all ages and races. The commercial signifies Coca-Cola's positioning of being a beverage to truly satisfy every types of

consumer. The persuasive message is communicated through countless scenes of people joyously create dynamic music tune out of Coca-Cola bottle and can. The commercial features incalculable people entertainingly celebrate their quality time on the beach. As one person starts making a dazzling rhythm, other people delightfully join in the enlivening activity. At the end, the beach is jammed with countless joyous people.

Target: General consumers.

General consumer of all ages, genders, and nationalities are aimed.

Presenter: To capture diverse targets, presenters are ranging from South African, Mexican, and South American. These presenters are elaborately chosen from young children to gratified adult.

Location: A setting of highly active beach with warm ambience is emphasized to create welcome and dynamic mood and tone.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: No dialogue is present in this commercial.

Music: A cheerful and festive sound effect of people tabbing Coca-Cola bottles and cans is compelling featured to harmonize with the exciting story line. This striking rhythm is capable to fascinate target consumers.

Brand reminding devices: Coca-Cola's identity color is presented through outfits and accessories of the presenters.

Brand personality: Dynamic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles.

The compelling visual and audio encourage consumers to think of Coca-Cola as beverage for activating consumers who involve their lives with energizing activity.

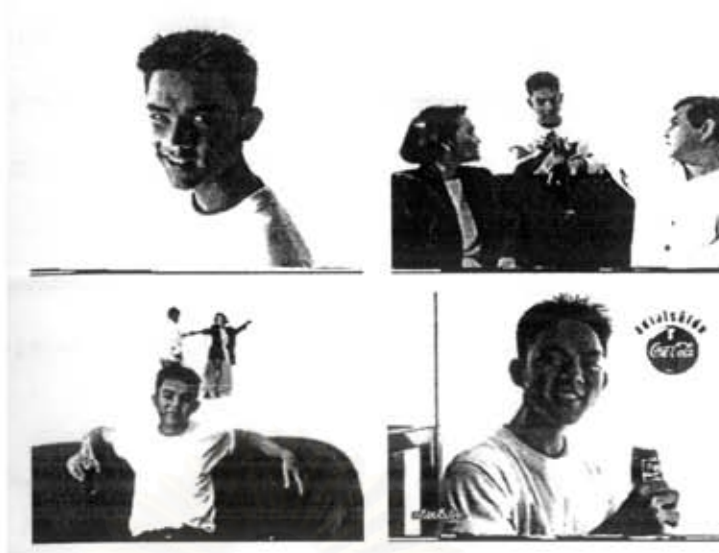
Brand personality of this commercial is signified through the executional elements approach of story line and powerful choice of audio.

Swimmer	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2															+	+
Judge # 3															+	+
Judge # 4															+	+
Judge # 5	+													+		+
TOTAL	1							1						1	4	5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Swimmer" commercial employs vignettes creative execution style with emotional appeal and emotional strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Mother and father enter the scene to sit at a sofa.
Audio: Music
2. Visual: Mos joyously smiles with bottle of Coca-Cola in his hand.
Audio: Mom : "Usually Mos is very shy."
3. Visual: Mos walks pass his parents.
Audio: Mom : "But look at him now."
4. Visual: Mos attempts to block out a camera from his parents.
Audio: Mom : "He rarely replies our questions."
5. Visual: His mother pushes him away.
6. Visual: Mos cheerfully dances with bottle of Coca-Cola.
Audio: Mom : "These must be something energetically motivates him."
7. Visual: The parents laugh.
8. Visual: Mos brings bottles of Coca-Cola to his parents.
Audio: Mom : "I want to know what is his inspiration?"
9. Visual: Mos dances.
10. Visual: Father drinks Coca-Cola.
11. Visual: Father turns to be a different person. He cheerfully asks mother to dance.
12. Visual: Mos sits at the sofa.
13. Visual: Mos joyously drinks Coca-Cola.
14. Visual: Logo and super on red background.

47. Tittle: Mos

Year: 1993

Duration: 30 sec.

Concept: Music.

This commercial attempts to gain consumers' attention by engaging teen idol singer, Mos to animatedly deliver product's core concept to target consumers. Through outgoing, lively and playful characteristic of Mos with the animated story line, the commercial successfully dramatizes that Coca-Cola will inspire people to become overjoyed and energetic. This concept

is communicated through voice narrator of Mos's mother who indicates that Mos used to be shy but Coca-Cola has turned him into a cheerful and entertaining person. This concept is also interpreted in scenes where the parents delightfully dance after drinking Coca-Cola.

Target: Young consumers.

With appearance of a popular singer, this commercial aims to communicate to teenagers.

Presenter: Young teenager idol, Mos is elaborately chosen with his animated personality to accompany the main concept of the commercial. His parents are added to create warm and sentimental feeling.

Location: A simple white color scheme studio is selected to emphasize the main focus on Mos.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: Voice narrator of Mos's mother is signified as a highlight of this commercial to convey that Coca-Cola is Mos's inspiration to be cheerful and energetic.

Music: To maintain a festive concept, cheerful music score is featured.

Brand reminding devices: None

Brand personality: Animate personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their identity, and lifestyles. The energetic character of the endorsed celebrity and the simply story line reinforces consumers to perceive Coca-Cola as an active beverage for lively consumers.

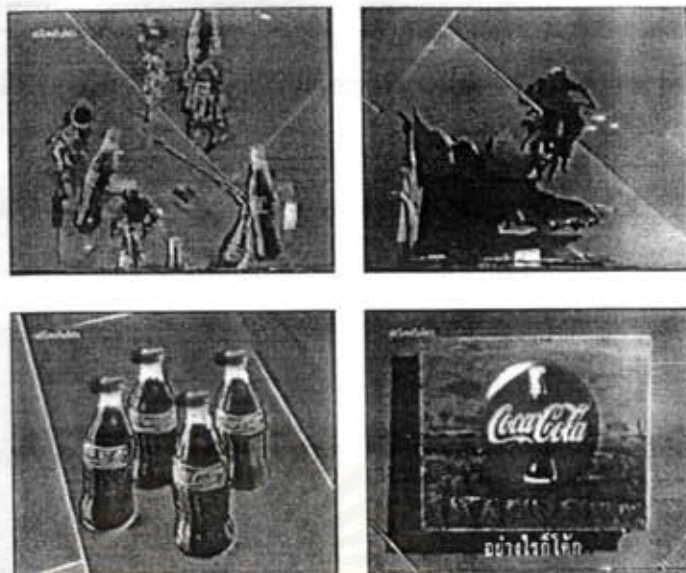
Brand personality of this commercial is signified through the executional elements approach of the animate story line and funny music choice.

Mos	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1									+					+	+	
Judge # 2									+				+		+	
Judge # 3									+					+	+	
Judge # 4									+					+	+	
Judge # 5									+					+	+	
TOTAL									5				1	4	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Mos" commercial employs celebrities creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A screw on the wall turns to be motorcycle.
Audio: Music
2. Visual: A motorcycle moves forwards.
3. Visual: The location becomes a setting of a racing arena where several motorcycles are competing.
4. Visual: Motorcycles jump cross the small hill.
5. Visual: Bottles of Coca-Cola begin to jump with motorcycles.
6. Visual: Caps of Coca-Cola begin to jump up and down the hill.
7. Visual: Greater numbers of bottles join in.
8. Visual: Lots of Coca-Cola bottles in several languages fly in the air.
9. Visual: Bottles fly to match with the cap.
10. Visual: Everything turns into a logo and super.

48. Title: Motorcycle

Year: 1993

Duration: 30 sec.

Concept: Teenager's lifestyles.

This commercial contains no definite story line or concept. It simply employs lively animation technique to reinforce playful characteristic of Coca-Cola. The commercial features visual of a screw on the wall turns into a motorcycle to compete with others in the racing arena. As the racing becomes tense, numerous bottles of Coca-Cola appear. At the end, Coca-Cola bottles with labels from different countries begin to fly into a sky. When the commercial is viewed with less concentration, consumers are possibly unaware of its concept of diverse languages label to signify Coca-Cola's efficient distribution all over the world.

Target: Young consumers.

With confusing and active mood and tone, teenager and young adults are the prospect targets.

Presenter: No presenter is presence.

Location: Computer generated technique depicts a setting of hilly desert location.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: None

Music: A classical opera music score is designed to contrast with the active visuals. This highly contrast music score supportively helps consumer to easily recall the commercial.

Brand reminding devices: Only several caps of Coca-Cola are intentionally employed to associate consumers to the brand.

Brand personality: Dynamic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. The compelling visual and audio encourage consumers to think of Coca-Cola as beverage for activating consumers who involve their lives with energizing activity.

Brand personality of this commercial is signified through the executional elements approach of story line and powerful choice of audio.

Motorcycle	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+		+
Judge # 2				+									+			+
Judge # 3				+										+		+
Judge # 4				+										+		+
Judge # 5					+									+		+
TOTAL				4	1								1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Motorcycle" commercial employs animation creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A young woman with red cap in a library.
Audio: Music
2. Visual: She walks around.
Audio: Man : "I have been going out with her for more than a semester."
3. Visual: Close up of a woman.
4. Visual: A woman uses her hand to block the camera.
Audio: Man : "She is amazingly intelligent and energetic."
5. Visual: A woman drinks Coca-Cola.
6. Visual: Close up of a woman when she is smiling.
Audio: Man : "Do you agree with me?"
7. Visual: A woman walks around with bright smile.
8. Visual: Close up at her red lip.
Audio: Man : "Especially when she drinks Coca-Cola."
9. Visual: A woman laughs and uses a book to cover her face. / logo / super

49. Title: Library

Year: 1993

Duration: 15 sec.

Concept: Teenager's lifestyles.

This commercial expresses man's point of view towards women who drink Coca-Cola. The story is about a boyfriend expressing his appreciation for his beloved girlfriend. He keeps mentioning about his girlfriend's intelligent, bright, and active personality when drinking Coca-Cola. It attempts to create a perception that when people drink Coca-Cola, they are probably perceived as sophisticated and distinctive people. Consumers are motivated to consider Coca-Cola as their prestigious choice because other people would significantly appreciate and accept

them. This commercial aims to capture consumers' psychological need to gain acceptance from society.

Target: Young consumers.

As the story line expresses male's positive attitude towards woman, female consumers are probably the primary targets. The commercial aims to persuade female target to consider Coca-Cola as their beverage choice because others will appreciate them.

Presenter: Only one foreign female with liberated and individualistic look is highlighted to be an ideal model for target consumers.

Location: Only a library setting is portrayed to coincide with sophisticate perception, which Coca-Cola is trying to achieve.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: A dialogue to express man's attitude toward woman and Coca-Cola is significantly designed.

Music: Only a compelling music score is employed to centralize the main concentration on male narrator.

Brand reminding devices: Identity color of Coca-Cola is presented through a cap of the main character.

Brand personality: Liberated personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. As the commercial positions Coca-Cola as a choice of people who are independent, consumers are motivated to perceive Coca-Cola as a liberated brand.

Brand personality of this commercial is signified through executional elements such as arousing story line and exciting choice of music.

Library	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5							+						+			+
TOTAL							1	3	1				1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Library" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A sweating man is sitting on sidewalk.
Audio: Man : "It is very hot."
2. Visual: Close up at a man's sweating face.
3. Visual: A motorcycle runs pass a sweating man a dog.
4. Visual: A man adjusts his short to help him overcome heat.
Audio: Man : "Even I put on a short, I am terribly sweated."
5. Visual: Close up at a man's tired face.
6. Visual: A dog sits in front of an electric fan.
7. Visual: A man adjusts his shirt.
Audio: Man : "I would rather take off all my cloth."
8. Visual: Close up at the sun.
9. Visual: A man's shoe is melting.
Audio: Man : "Even by durable shoe can not stand the heat."
10. Visual: A man wipes off his sweat.
11. Visual: A ring slips off his finger.
12. Visual: Bottle of Coca-Cola.
13. Visual: A man looks at bottle of Coca-Cola.
14. Visual: He drinks Coca-Cola.
15. Visual: He becomes refresh.
Audio: Man : "But it is Coca-Cola that can conquest heat."
16. Visual: A man in relaxing mood with bottle of Coca-Cola in his hand. / logo / super
Audio: Man : "No matter how hot...Always Coca-Cola."

50. **Title: Sticky Day**

Year: 1994

Duration: 30 sec.

Concept: Refreshment.

After a long absence, Coca-Cola returns to a concept of being a refreshing beverage, which is efficiently to overcome hot temperature. This commercial dramatizes that when consumers

are suffering from heat, Coca-Cola is a definite solution. With icy Coca-Cola, life will be enlivening and gratified. The commercial highlights on a young man sitting on a street with his dog where both of them are terribly heated from hot summer day. A man starts complaining that even he is wearing a short, he is still suffered and upset with the hot temperature. Hot temperature is also dramatized when a young man's boot begins to melt. However after he drinks Coca-Cola, he turns to sit in a comfortable position with a refreshing look. This commercial successfully signifies Coca-Cola's refreshing characteristic and attribute.

Target: General consumers.

Although only a young man in teenager's outfit is presented in this commercial, the main message of this commercial elaborately associates to all general consumers because despite of ages and professions, all people are possibly suffering from heat.

Presenter: A good looking young man is the main emphasis to dramatize how people are terribly suffered from heat.

Location: An outdoor setting of overheated street is chosen to dramatize a hot summer day.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai / "No matter how hot it is...Always Coca-Cola" in Thai.

Language: A dialogue is designed to demonstrate atmosphere of a hot day and to signify how Coca-Cola could possibly bring refreshment to lives of all people.

Music: Few sound effect of a man adjusting his clothes, and a melting boots are featured.

Brand reminding devices: None

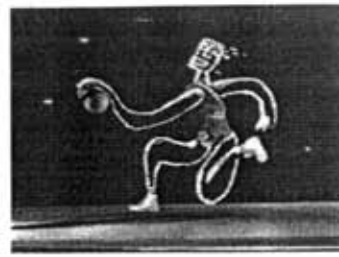
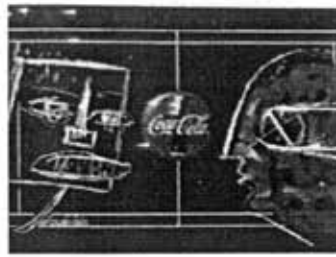
Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

Sticky Day	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1												+		+		+
Judge # 2												+		+		+
Judge # 3									+					+		+
Judge # 4												+	+			+
Judge # 5												+	+		+	
TOTAL									1			4	2	3	1	4

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Sticky Day" commercial employs problem & solution creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A cartoon of a basketball arena slowly changes into a human figure.
Audio: Music
2. Visual: Human figure cartoons jump to shoot basketball.
3. Visual: Human figure cartoons play basketball.
4. Visual: Scoreboard in a shape of Coca-Cola bottle.
5. Visual: One human figure cartoon stretches its body to turn the scoreboard.
6. Visual: Coca-Cola runs out from a scoreboard into a cartoon figure's mouth.
7. Visual: Human figure cartoons play basketball.
8. Visual: Cap of Coca-Cola bottle is opened.
9. Visual: Human figure cartoons play basketball.
10. Visual: One cartoon figure shoots a basketball into a hoop.
11. Visual: A hoop explodes. / logo / super

51. Title: NBA

Year: 1994

Duration: 30 sec.

Concept: Sport.

To capture sport interest consumer, this commercial emphasizes on sport activity of basketball game. Instead of using a real life athlete, dazzling animation is employed to attract younger target. This commercial is created with surrealistic and dynamic mood and tone to stimulate as well as reinforce Coca-Cola's joyous positioning. The story line dramatizes that after the cartoon figures drink Coca-Cola, they overwhelmingly win the game.

Target: Young consumers.

This colorful and exciting story line probably attracts young consumers and those who are sport fan.

Presenter: No real life presenter is employed.

Location: A computer generated basketball court is designed to correspond with the concept of basketball match.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai / "Exciting and stimulation" in Thai.

Language: No specific dialogue is presence.

Music: In order to harmonize with the story line of sport activity, an exciting music score is elaborately engaged to effectively stimulate audience's attention.

Brand reminding devices: Scoreboard in a shape of Coca-Cola bottle.

Brand personality: Dynamic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. The compelling visual and audio encourage consumers to think of Coca-Cola as beverage for activating consumers who involve their lives with energizing activity.

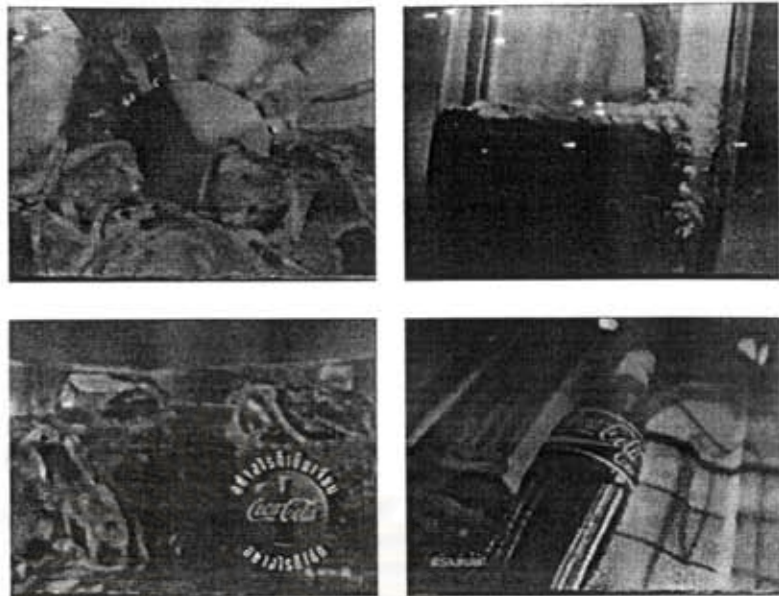
Brand personality of this commercial is signified through the executional elements approach of story line and powerful choice of audio.

NBA	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+		+
Judge # 2				+										+		+
Judge # 3				+										+		+
Judge # 4				+										+		+
Judge # 5					+									+		+
TOTAL				4	1									5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "NBA" commercial employs animation creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. **Visual:** Ice in a contour glass in a kitchen setting.
2. **Visual:** Ice moves around.
Audio: Ice 1 : "How come you are cooler than me? I am melting!"
3. **Visual:** Another ice moves itself to touch the glass.
Audio: Ice 2 : "Look over there! Let me have a clearer view."
4. **Visual:** Another two ice cubes jump up.
Audio: Ice 3 : "Yes, he is opening a refrigerator."
5. **Visual:** Close up at a man's tired face.
6. **Visual:** Ice cubes step on one another into a shape of building.
Audio: Ice 3 : "Let me see!"
7. **Visual:** Bottle of Coca-Cola.
Audio: All ice cubes : "Hey!...always Coca-Cola."
8. **Visual:** Coca-Cola is poured into a contour glass.
Audio: Ice 1 : "We are the happiness ice on earth."
9. **Visual:** All ice cubes are happily flowing in a glass. / logo / super
Audio: All ice cubes : "Woo peel..."
MVO : "Always cold...always Coca-Cola."

52. **Title:** Ice Cubes

Year: 1994

Duration: 30 sec.

Concept: Refreshment.

The commercial attempts to strengthen Coca-Cola's attribute of being a refreshing beverage with an ability to replenish everyone's life. The commercial symbolizes that even an ice is demanding for Coca-Cola to prevent itself from melting. It keeps reminding consumers that Coca-Cola is incomparable in refreshment attribute. The commercial dramatizes the objective concept through an animation technique.

Target: General consumers.

With lively story line, this commercial appeals to consumers of all ages, especially young children who are expectantly to enjoy this pleasant animation.

Presenter: Only computer-generated figures are employed.

Location: This commercial engages computer technique to generate special computer graphic animation with kitchen setting.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: Throughout the commercial, male and female voice over as ice cubes are presented to deliver the concept which promotes Coca-Cola's extraordinary attribute.

Music: Few special sound effects such as when ice cubes touch the glass, and when Coca-Cola is poured into a glass are employed because the main concentration is on dialogue to help generating a perception of refreshment.

Brand reminding devices: None

Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

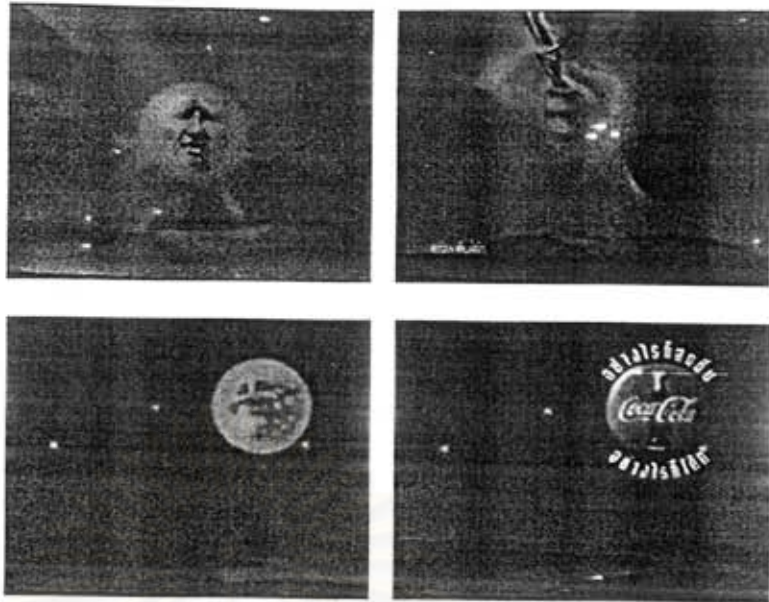
Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

Ice Cubes	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1					+									+		+
Judge # 2					+								+		+	
Judge # 3				+										+		+
Judge # 4				+									+		+	
Judge # 5					+								+			+
TOTAL				2	3								3	2	2	3

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Ice Cubes" commercial employs rotoscope creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A graphic sun brightly shines.
Audio: Music
2. Visual: A sun seems upset and exhausted.
3. Visual: A sun looks terribly tired.
4. Visual: A sun extends his hand to grab bottle of Coca-Cola.
5. Visual: A sun drinks Coca-Cola.
6. Visual: When finishing the entire bottle, the sun brightly smiles.
7. Visual: A sun raises a bottle of Coca-Cola and slowly lowers itself down.
8. Visual: A hot atmosphere becomes cool and peaceful.
9. Visual: A daytime becomes night.
10. Visual: Stars appear on the sky.
11. Visual: A tired sun turns to be a smiling moon.
12. Visual: logo / super
Audio: MVO : "Always refresh....always Coca-Cola."

53. Title: Sun Setting

Year: 1994

Duration: 30 sec.

Concept: Refreshment.

The commercial intentionally strengthens Coca-Cola's attribute of being a refreshing beverage with an ability to replenish everyone's life. The commercial dramatizes that even when the sun drinks Coca-Cola, it becomes relaxing and turns into a smiling moon. It attempts to reinforce consumers' perception towards its refreshing characteristic as well as to persuade consumers to think of Coca-Cola when they encounter hot temperature.

This commercial signifies the whole concept by engaging an animation technique to attract all target consumers. The story begins when an upsetting sun is

overheated to death. It looks terribly tired and exhausted until it happens to drink Coca-Cola. The sun then turns into a happy smiling moon and the surrounding is changed into a comfortable feeling.

Target: General consumers.

With energetic story line, all consumers are likely to be primary target. However with the entertaining animation, young consumers such as children will appreciate this commercial.

Presenter: None

Location: Computer generated setting of mountain location is emphasized.

Logo: Coca-Cola red disk logo in English.

Super: "Always refresh...Always Coca-Cola" in Thai.

Language: No dialogue is presence in this commercial.

Music: No specific music score is featured in this festive commercial. Only sound effects such as moon yawning and star rising are emphasized to efficiently deliver the whole refreshing concept.

Brand reminding devices: None

Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

Sun setting	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+		+
Judge # 2				+									+			+
Judge # 3				+										+		+
Judge # 4				+										+		+
Judge # 5				+										+		+
TOTAL				5									1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Sun Setting" commercial employs animation creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A bright sun shine
Audio: Music
2. Visual: Lots of aborigines tribes.
3. Visual: Atmosphere of a hot desert.
4. Visual: Young aborigines boy throws an empty bottle of Coca-Cola into a sky.
5. Visual: Another young aborigines boy looks at sky.
6. Visual: Aborigines tribes are conducting a ceremony.
7. Visual: Lots of aborigines tribes are dancing.
8. Visual: A bottle of Coca-Cola flies in the sky.
9. Visual: Aborigines tribes begin to smile.
10. Visual: Raindrops begin to fall.
11. Visual: Aborigines tribe men are hitting drum.
12. Visual: Bottle of Coca-Cola falls into a hand.
13. Visual: Water showers on Aborigines man.
14. Visual: Aborigines children are happy because of the refreshing rain.
15. Visual: Aborigines tribes are joyously dancing with bottles of Coca-Cola in their hands.
16. Visual: Raining.
17. Visual: Aborigines tribes cheerfully drink Coca-Cola. / logo / super

54. Title: Australia

Year: 1994 Duration: 30 sec.

Concept: Refreshment.

The commercial intentionally strengthens Coca-Cola's attribute of being a refreshing beverage with an ability to replenish everyone's life. The commercial dramatizes this concept through portrayal of Australia's aborigines native tribe. The commercial symbolizes Coca-Cola as a source of refreshment in a scene when an Aborigines boy throws bottle of Coca-Cola into a sky and the rain begins to fall. This commercial attempt to reinforce consumers' perception

towards refreshing characteristic of Coca-Cola as well as to persuade consumers to think of Coca-Cola when they experience hot temperature.

Target: General consumers.

General consumers are elaborately aimed with a striking and dynamic story line. As the commercial employs the Aborigines presenters, Coca-Cola is likely to extend its target to wider races.

Presenter: Number of Aborigines native tribe are compelling engaged to create an exciting commercial as well as to capture wider group of target.

Location: A dry and warm climata desert setting is chosen to harmonize with the main concept which aims to demonstrate Coca-Cola's attribute to cheerfully refresh lives.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: A brief male voice over is featured to fulfill positioning of Coca-Cola as being a refreshing beverage with efficient attribute to overcome thirst and heat.

MVO : "Hot...hot...hotter than ever. No matter how hot it is...Always Coca-Cola."

Music: A dynamic music score with influence tune from the Aborigines tribe is adapted to harmonize with the entire story line.

Brand reminding devices: Red identity color is reflected through wardrobe of presenter.

Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing

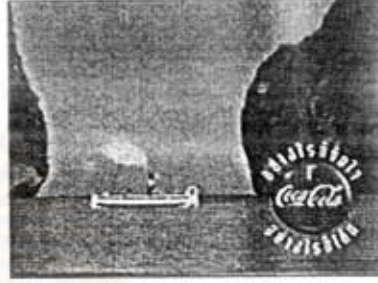
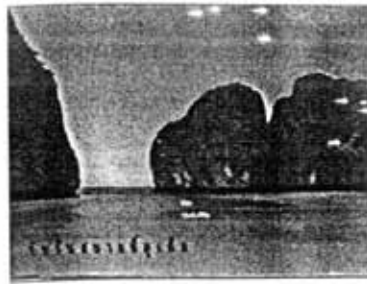
personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

Australia	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1												+		+		+
Judge # 2												+	+			+
Judge # 3									+					+		+
Judge # 4												+	+			+
Judge # 5								+						+		+
TOTAL								1	1			3	2	3		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Australia" commercial employs problem & solution creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: An elephant is swimming in a sea.
Audio: Music
2. Visual: Another shot of an elephant swimming in a sea.
3. Visual: A clear and clean beach with no people but only one woman is resting on a raft.
4. Visual: An elephant is swimming.
5. Visual: An elephant raises its nose high above the water.
6. Visual: An elephant swims towards a raft.
7. Visual: A woman pleasantly reads a book on a raft.
8. Visual: When it reaches a raft, an elephant puts peanuts beside an ice bucket where bottles of Coca-Cola are stored.
9. Visual: An elephant takes away one bottle of Coca-Cola.
10. Visual: An elephant swims away.
Audio: MVO : "Everyone likes taste of Coca-Cola."
11. Visual: A woman seems confused when she sees peanuts. / logo / super
Audio: MVO : "Always satisfied...Always Coca-Cola."

55. Title: Elephant

Year: 1995

Duration: 30 sec.

Concept: Happiness.

This sentimental commercial signifies that Coca-Cola is a definite consumers' choice of beverage. It evokes that the satisfied taste of Coca-Cola could motivate consumers to do anything to get their hands on Coca-Cola. The commercial is a story of an elephant that is determined to drink Coca-Cola. Despite trouble, it manages to dive in a sea to quietly reach a raft where a woman is resting with an ice bucket filled with two bottles of Coca-Cola. When it reaches a raft, it elaborately puts down the peanuts and quietly takes one bottle of ice cold Coca-Cola instead.

Target: General consumers.

With a playful story line, this commercial appeals to all general consumers, especially those who like animal.

Presenter: This commercial mostly emphasizes on a delighted elephant and a relaxing woman.

Location: A peaceful beach with an isolated setting is employed to harmonize with the overall concept.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: Male voice over is elaborately engaged to reinforce Coca-Cola's positioning.

Music: A fascinating classical music score which helps conveying relaxing atmosphere is chosen to intentionally support the concept.

Brand reminding devices: None

Brand personality: Satisfied personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With expression of the satisfied elephant, consumers are enhanced to perceive Coca-Cola as a beverage, which always provide the gratifying taste to them.

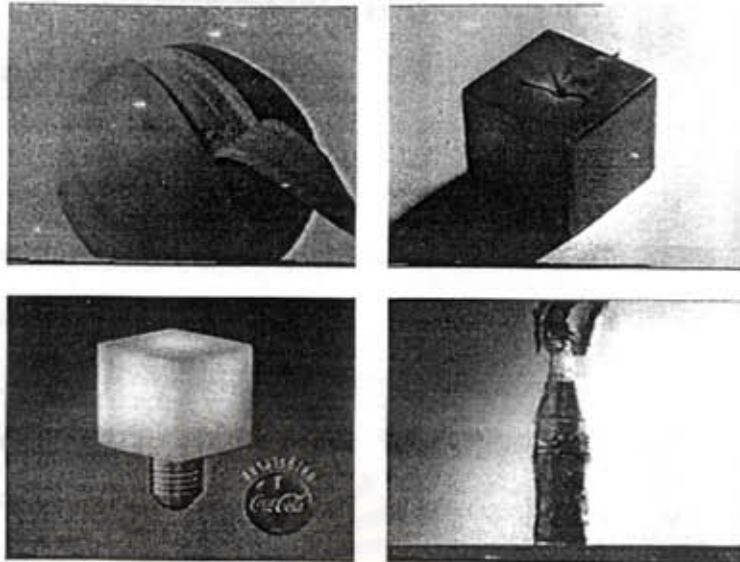
Brand personality of this commercial is dramatized through the executional elements approach of the animated story line and choice of art direction.

Elephant	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4		+												+	+	
Judge # 5		+												+		+
TOTAL		4						1						5	1	4

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Elephant" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: A square shaped apple.
Audio: MVO : "Everything has it own identity."
2. Visual: Hand picks a cylinder shaped egg.
Audio: MVO : "When it looks different..."
3. Visual: Hand peels a round shaped banana.
Audio: MVO : "We are unsure that whatever it is imitation."
4. Visual: Hand picks scoop of ice cream and puts it in a cylinder shaped cone.
5. Visual: Knife cuts a star shaped watermelon.
Audio: MVO : "And when it comes to a beverage standard..."
6. Visual: Hand peels a box shaped peanut.
Audio: MVO : "It must be the real thing."
7. Visual: A hand puts down a bottle of Coca-Cola.
8. Visual: A square shaped light bulb. / logo / super
Audio: MVO : "Always Coca-Cola."

56. Title: The Real Thing

Year: 1995 **Duration:** 30 sec.

Concept: Original.

Coca-Cola attempts to remind consumers that the satisfied and refreshing taste of Coca-Cola is incomparable and unduplicated. This commercial intentionally aims to discredit Coca-Cola's long time competitor, Pepsi as a Cola soft drink imitation. It signifies that Coca-Cola is the number one in Coca soft drink category.

The commercial symbolizes the real taste property through several fantasy visuals such as a round shaped peanut, and a cylinder shaped egg. The main voice over signifies that when the objects do not appear as the way they should be, they are considered as imitation. It

attempts to convey that when consumers are looking for a real taste of Cola soft drink, they must consider the contour shaped bottle of Coca-Cola.

Target: General consumers.

This commercial does not intentionally aim to communicate to any specific group. General consumers are primary targets of this commercial.

Presenter: No presenter is present because the highlight is emphasized on the extraordinary looked objects.

Location: Only indoor studio location is selected to put more emphasis on the bizarre objects.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: Male voice over delivers the significant concept of the entire commercial to signify that Coca-Cola is the original Cola soft drink.

Music: To accompany a compelling story line, a dazzling jazz music is selectively featured. This music score helps generating a comical ambience for the commercial.

Brand reminding devices: None

Brand personality: Original personality is dramatized through the self-expression model which consumers see the brand as vehicle to express part of their self-identity and lifestyles. With the story line that signifies Coca-Cola as the genuine Cola soft drink beverage, consumers are encouraged to develop a positive perception towards Coca-Cola.

Brand personality of this commercial is emphasized through the executional elements approach such as energetic story line and choice of art direction and music.

The Real Thing	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1	+												+			+
Judge # 2		+											+			+
Judge # 3		+												+		+
Judge # 4	+												+		+	
Judge # 5		+												+		+
TOTAL	2	3											3	2	1	4

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "The Real Thing" commercial employs humor creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Group of young people rides motorcycle at night.
Audio: FVO : "When there is a day time..."
2. Visual: People are dancing in a club.
Audio: FVO : "There definitely be a night time."
3. Visual: People in the pub with extraordinary look.
Audio: FVO : "When there are two of us..."
4. Visual: Motorcycles run through a tunnel.
Audio: FVO : "There is passionate love."
5. Visual: A fashionable woman is walking in a pub.
Audio: FVO : "As long as stars are twinkling..."
6. Visual: People are dancing.
7. Visual: Hand grabs two bottles of Coca-Cola from a counter bar.
Audio: FVO : "Birds will spectacularly sing."
8. Visual: Motorcycles come out form a tunnel.
Audio: FVO : "To cure a thirst..."
9. Visual: A woman confidently walks with two bottles of Coca-Cola in her hands.
10. Visual: A man arrives at the club by motorcycle.
Audio: FVO : "Always Coca-Cola."
11. Visual: A main male character takes off his helmet.
12. Visual: A woman gets on motorcycle and put bottle of Coca-Cola in a man's jacket.
Audio: FVO : "Every night"
13. Visual: Both people smile.
14. Visual: Motorcycle runs out. / logo / super
Audio: FVO : "Always Coca-Cola."

57. Title: Motorcycle

Year: 1995

Duration: 30 sec.

Concept: Teenager's lifestyles.

This commercial attempts to position Coca-Cola as a stylish beverage that fits in trendy lifestyles of young adult. The story is based on lifestyles and relationship of one couple in a futuristic club. The individualistic character is engaging in a socialized activity in a pub where several fashionable people are enjoying the nightlife. The male character is presented riding a striking motorcycle with his friends, and as he arrives at the club, the female character picks up two bottles of Coca-Cola and rides away with him. The story line signifies that the targets that live modernistic and voguish lives magnificently consider Coca-Cola as their beverage choice over other brands. The narrating script generates a concept that Coca-Cola is a definite drink to cure thirst as well as suitable to every occasion.

Target: Young consumers.

The story line positions this commercial as an attraction for young adult with modernized and independent lifestyles.

Presenter: Male and female foreign characters with independent and fashionable looks are exclusively chosen to represent the young adult target.

Location: Both indoor and outdoor locations at nighttime are presented. The indoor location is designed as a futuristic club where trendy people mingle around, while the outdoor location is organized for the motorcycle riding scenes.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: The script narrated by female voice over evokes that Coca-Cola is a beverage with an ability to overcome dehydration as well as being a soft drink for all situations.

Music: To correspond with the modernized story line, futuristic and tech-no dance music score is particularly chosen.

Brand reminding devices: None

Brand personality: Modernistic personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With futuristic and energetic mood and tone, consumers are enhanced to perceive Coca-Cola as a beverage for the stylish and up to date consumers.

Brand personality of this commercial is signified through the user imagery approach which characteristic and looks of presenters help consumers minimizing difficulty of conceptualizing the brand personality in consumers' perception.

Motorcycle	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1								+						+		+
Judge # 2								+						+		+
Judge # 3									+					+		+
Judge # 4								+						+		+
Judge # 5								+						+		+
TOTAL								4	1					5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Motorcycle" commercial employs slice-of-life creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: An old postman is riding a bicycle on a rural road.
Audio: Music
2. Visual: Group of cyclists speedily pass over him.
3. Visual: An old postman is determined to catch up with them.
4. Visual: Gymnastic athlete is practicing.
5. Visual: Old women joyously cheer.
6. Visual: Men are practicing sport on rafts in a middle of a river.
7. Visual: group of children cheer.
8. Visual: Two boys practice soccer on a wooden bridge.
9. Visual: Students are cheering.
10. Visual: An old postman speeds after group of young cyclists.
11. Visual: A male worker is working in a warehouse where bottles of Coca-Cola are presence with photographs of Thailand's Olympic heroes.
12. Visual: A worker smilingly practices boxing.
13. Visual: Group of people is cheering.
14. Visual: Twin boys with Thai flags.
15. Visual: A man drinks Coca-Cola.
16. Visual: A boy runs with bottle of Coca-Cola in his hand.
17. Visual: An old postman successfully catches up with group of cyclists.
18. Visual: One of the cyclists hands bottle of Coca-Cola to an old postman. / logo / super

58. Title: Sea Game

Year: 1995

Duration: 60 sec.

Concept: Corporate.

The objective of this commercial is to acknowledge all consumers that Coca-Cola is an official sponsor of the 18th Sea Game event. In order to convey the intended message, Coca-Cola employs sentimental story line and touching music to enhance positive attitudes towards

the brand. In this commercial, Thai people are encouraged to be supportive for all Thai athletes who participate in the Sea Game event. It significantly states that being supportive is a responsibility for all Thais to contribute to their beloved country. In addition, this commercial also intentionally stimulates consumers to be patriotic and live in a great harmony.

With the sentimental story line and presence of Coca-Cola in scenes of people joyously cheer sport event, Coca-Cola is signified as a magnificent supporter of the glorious event. It also enhances consumers to develop positive attitudes toward the brand. With all emotional elements presented in the commercial, consumers are stimulated to perceive Coca-Cola as a spectacular friend who always encourages Thais to achieve their goals.

Target: General consumers.

As the commercial attempt to stimulate Thai people to be supportive for the gratified Sea Game event, this particular commercial is aimed to deliver inspire message to everyone. This commercial clearly identifies that Sea Game is the right timing for all Thais to harmoniously support Thai athlete teams.

Presenter: To significantly stimulate all Thais to get involved in this spectacular event, presenters of all ages and looks are elaborately chosen.

Location: As the 18th Sea Game is taken place in Chiang Mai province, rural locations are selected. They are designed to generate close relationship with all Thai consumers.

Logo: Coca-Cola red disk logo in English / The 18th Sea Game logo.

Super: "Coca-Cola ultimately cheers" in Thai.

Language: As the main emphasis of this commercial is the compelling visuals and touching music, few dialogues to encourage Thais to be supportive are featured.

MVO : "Do you believe that more than 60 million supportive hearts can bring Thai team to the glorious triumph? Coca-Cola ultimately cheers."

Music: A touching music score and sentimental lyric are exclusively designed to stimulate Thai consumers to get involved in the 18th Sea Game event. It inspires Thai people to harmoniously support Thai athlete teams. It movingly states that no matter who that person is, everyone could joyously unite to cheer Thai team.

"Send our supportive hearts to support.

Send our best regard to compete in the game.

Our hearts pump faster to cheer Thai team.

We come from various families.

But for the glorious Thailand, we unite as one.

We harmoniously combine our hearts.

We might have different responsibilities

But we can join in this glorious mission.

Come to cheer Thai team...The team with same originality."

Brand reminding devices: With the objective to movingly touch all people, no additional element is presence.

Brand personality: Encourages personality is signified through the relationship basis model, which develops the relationship between the brand-as-person and the consumers. With the inspired story line, all consumers are motivated to consider Coca-Cola as a brand that contributes to success of Thai athlete team.

Brand personality of this commercial is dramatized through executional elements approach of the sentimental story line, and touching music lyric to enhance Coca-Cola's supportive positioning.

Sea Game	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+	+	
Judge # 2								+						+	+	
Judge # 3									+					+	+	
Judge # 4											+			+	+	
Judge # 5											+			+	+	
TOTAL								1	1		3			5	5	

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Sea Game" commercial employs vignettes creative execution style with emotional appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: King Kong in a cage.
Audio: Music
2. Visual: A beautiful woman in a cage with a life-size bottle of Coca-Cola.
3. Visual: King Kong looks at a woman and turns to smile with bottle of Coca-Cola.
4. Visual: King Kong with uncertain look.
5. Visual: King Kong grabs bottle of Coca-Cola.
6. Visual: A woman gets angry.
7. Visual: A woman angrily kicks King Kong's hand.
8. Visual: King Kong puts down a bottle.
9. Visual: A woman walks away.
10. Visual: King Kong is puzzling. / logo / super

59. Title: King Kong

Year: 1996

Duration: 30 sec.

Concept: Original.

This humorous commercial employs famous scene and characters from the classical movie, "King Kong" to attract wider group of consumers. The commercial attempts to signify that Coca-Cola is what consumer prefer most. Coca-Cola's long term positioning of being a satisfied beverage for all people is significantly emphasized. With the story line, which demonstrates that Coca-Cola successfully wins heart of King Kong over a pretty woman, consumers are evoked to develop a perception of Coca-Cola as a popular beverage.

Target: General consumers.

With a playful story line, this commercial capably communes with all consumers.

Presenter: Seductive woman and vitally computerized King Kong are employed to compellingly reinforce the intended concept.

Location: A studio setting is animatedly organized to harmonize with the fancy story line.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: No dialogue is presence.

Music: An imaginative classical music and sound effect of King Kong's movement are employed.

Brand reminding devices: None

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the energetic story line, consumers are motivated to perceive Coca-Cola as a lively beverage for active people.

Brand personality of this commercial is signified through the executional elements approach of art direction, and compelling music.

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

King Kong	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1		+												+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4					+									+		+
Judge # 5					+									+		+
TOTAL		3			2									5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "King Kong" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



1. Visual: Graphic visuals of black & white photographs.
Audio: MVO : "The never ending refreshment."
2. Visual: Lots of Coca-Cola bottles flying in the air.
Audio: MVO : "Since the first day when Coca-Cola was invented..."
3. Visual: Black & white photograph of woman from the past.
Audio: MVO : "Refreshing has been joyously spread throughout the world."
4. Visual: Coca-Cola truck.
Audio: MVO : "Come to enjoy the refreshing taste that brightens up the world."
5. Visual: Coca-Cola bottle.
6. Visual: Graphic visual of Coca-Cola bottle. / logo / super

60. Title: The World of Coca-Cola

Year: 1996

Duration: 15 sec.

Concept: Original.

This animated commercial strengthens Coca-Cola's concept of being a source of refreshment to brighten up everyone's life. The graphic visuals such as black & white photographs and colorful bottles are elaborately designed to reinforce main concept. The commercial also dramatizes that Coca-Cola efficiently is distributed everywhere in the world. The funny visuals supportively generate refreshing ambience.

Target: General consumers.

This simple animated commercial is appealing to all general consumers who enjoy refreshing taste of Coca-Cola.

Presenter: As the entire commercial only employs computer graphic visuals, no presenter is present.

Location: Only computer generated setting is animatedly employed to excitingly arouse prospect consumers.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: The dialogue is created to inspire consumers to have clear perception that Coca-Cola is the source of the original refreshing taste.

Music: A lively music tune is excitingly engaged to motivate consumers' attention.

Brand reminding devices: None

Brand personality: Refreshing personality is dramatized through the functional benefit representation model. This model works when brand personality serves as a vehicle to represent and cue functional benefits and product attributes efficiently. The refreshing personality conveys that Coca-Cola is a proper drink to help people overcome heat temperature.

Brand personality of this commercial is reflected through the executional elements approach of the story line and music which signify Coca-Cola as a choice for a hot and tired day.

The World of Coca-Cola	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+	+	
Judge # 2				+									+		+	
Judge # 3							+						+		+	
Judge # 4							+						+		+	
Judge # 5				+									+			+
TOTAL				3			2						4	1	4	1

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "The World of Coca-Cola" commercial employs animation creative execution style with rational appeal and local strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



1. Visual: Down town of China setting country.
2. Visual: A young Caucasian man enters into a hardware store which the owners are old Chinese man and young daughter.
3. Visual: A young man asks for Coca-Cola but the old man is confused.
Audio: Young man : "Can you speak English?"
4. Visual: A young man tries to use his hands to symbolize shape of Coca-Cola bottle.
5. Visual: An old man gets angry because he interprets a young man's action as a shape of woman.
6. Visual: A young man tries to clarify his intention.
7. Visual: A young man tries again by acting as he is drinking Coca-Cola with refreshing feeling.
8. Visual: An old man understands and smiles.
Audio: Old man : "Oh! Coca-Cola."
9. Visual: A young man cheerfully smiles.
Audio: Young man : "Yes, I want Coca-Cola."
10. Visual: An old man replies.
Audio: Old man : "But this is a hardware store."
11. Visual: A young man shyly walks out. / logo / super

61. **Title: Hardware Store**

Year: 1996 **Duration:** 30 sec.

Concept: Teenager's lifestyles.

This commercial is designed with no specific message. It only aims to promote brand awareness to prospect consumers through animated story line. With a humorous story line of a young Caucasian man having a communication break down problem in far east country, this commercial definitely capture interest and recognition from all consumers.

Target: Young consumers.

An entertaining and hilarious story line supportively makes this commercial appeal to everyone.

Presenter: Employing diverse races presenter of both Caucasian and Asia provides better opportunity to capture attentions from mass consumers.

Location: A studio setting is designed as a location of a hardware store in a Far East country.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: Dialogue of this commercial is the significant climax to reveal misunderstanding perception of a young man.

Music: Only few sound effects are designed to direct the main focus on the conversation between each character.

Brand reminding devices: None

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With the energetic story line, consumers are motivated to perceive Coca-Cola as a lively beverage for active people.

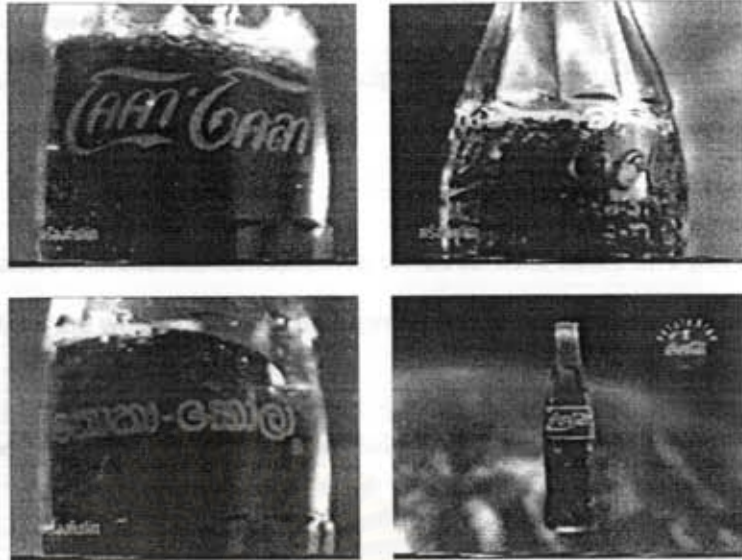
Brand personality of this commercial is signified by the executional elements approach of art direction, and compelling music.

Hardware Store	Creative Execution Styles												Appeal		Strategy source		
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global	
Advertising Expert																	
Judge # 1		+												+			+
Judge # 2		+												+			+
Judge # 3		+												+			+
Judge # 4	+												+				+
Judge # 5		+												+			+
TOTAL	1	4											1	4			5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Hardware Store" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: An abstract curve line in blue color.
Audio: FVO : "From the legendary invention which is highly accepted throughout the world."
2. Visual: A Coca-Cola logo on bottle.
3. Visual: Coca-Cola stream flows into a bottle.
Audio: FVO : "From the specialized design..."
4. Visual: A bottle is completely filled.
Audio: FVO : "Of being a treasure for refreshment."
5. Visual: Coca-Cola logo is changing from English into Chinese.
6. Visual: Coca-Cola logo is changing from Chinese into Indian.
Audio: FVO : "Without any change."
7. Visual: Coca-Cola logo is changing from Indian into Thai.
Audio: FVO : "Coca-Cola successfully gains popularity."
8. Visual: Coca-Cola logo is changing from Thai to Japanese.
9. Visual: A bottle is completely filled. / logo / super
Audio: FVO : "Always Coca-Cola."

62. Title: Bottle

Year: 1996 **Duration:** 30 sec.

Concept: Original.

This commercial intentionally aims to reinforce Coca-Cola's positioning as being the world's leader in soft drink beverage market. It signifies Coca-Cola's popularity among worldwide consumers. The spectacular female voice over indicates Coca-Cola as an original source of refreshing taste. The commercial depicts resplendent elements of Coca-Cola bottle and logo. It simply presents close up shots of logo typography, scenes of bottle filling process, and various languages logo. With these scenes, consumers are acknowledged that Coca-Cola has an efficient distribution system around the world.

Target: General consumers.

General consumers of diverse nationalities are directly aimed through a message that Coca-Cola is being sold throughout the world.

Presenter: As the entire commercial concentrates on Coca-Cola bottle and positioning of being distributed throughout the world, no presenter is presented for distraction.

Location: An indoor studio location is elaborately designed to deliver the significant concept.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: A distinctive dialogue described by serene female voice over reinforces that Coca-Cola is a legend in Cola soft drink category. It ensures consumers that Coca-Cola is the real taste for everyone.

Music: A tranquil music melody is delicately employed to create a grandiose ambience towards the brand.

Brand reminding devices: As the commercial mostly emphasizes on Coca-Cola logo and the well-known contour bottle, no additional element is included to overkill the entire splendid concept.

Brand personality: Classical personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With portrayal of distinguished elements of Coca-Cola logo and contour bottle, this commercial suggests that Coca-Cola is a classical beverage, which successfully gains acceptance from consumers around the world. It also signifies the brand as superior and master brand for distinctive people.

Brand personality of this commercial is reinforced through the executional elements such as spectacular art direction and suggestive dialogue.

Bottle	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1							+						+			+
Judge # 2	+												+			+
Judge # 3	+													+		+
Judge # 4							+							+		+
Judge # 5	+												+			+
TOTAL	3						2						3	2		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Bottle" commercial employs demonstration creative execution style with rational appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

สถาบันวิทยบริการ
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1. Visual: Teenagers walk.
Audio: Voice over throughout the commercial.
2. Visual: Teenager music band.
3. Visual: Teenager with strange hairstyle.
4. Visual: African American female teenager with amazing expression.
5. Visual: Male teenager with stunning expression.
6. Visual: A thermometer.
7. Visual: A female teenager stretches her body.
8. Visual: Bottle of Coca-Cola.
9. Visual: Male teenager in weird shower cap.
10. Visual: A man plays piano.
11. Visual: Male and female teenagers dance.
12. Visual: Lot of feet step on colorful paints.
13. Visual: Bottle of Coca-Cola.
14. Visual: A rocket takes off.
15. Visual: Female teenagers laugh.
16. Visual: Teenager male drinks Coca-Cola.
17. Visual: Lots of bottle caps.
18. Visual: Numerous one way street signs.
19. Visual: Female teenager with bottle of Coca-Cola.
20. Visual: Monster.
21. Visual: Group of teenagers drinks Coca-Cola.
22. Visual: Show board.
23. Visual: Blooming flower.

24. Visual: Bottle of Coca-Cola.

25. Visual: Lots of people drink Coca-Cola. / logo / super

63. Title: Teens

Year: 1996

Duration: 30 sec.

Concept: Teenager's lifestyles.

Although this commercial presents number of confusing visuals and narration, the most important thing this commercial is trying to get across all consumers' mind is to always prefer Coca-Cola. This commercial dramatizes that there might be countless decisions to be made in people' lives, but the only decision to remain unchanged is Coca-Cola. It delicately reinforces brand preference of Coca-Cola among target consumers. This commercial presents several scenes of teenagers' lifestyles in some bizarre actions and outfits. For example, women are presented with weird hairstyle, a man with a flower swimming cap, and many more. The dialogue compellingly reinforces the core concept that reminds consumers to think of Coca-Cola.

Target: Young consumers.

Since most of the presenters are teenagers and young adult, therefore the targets consumers with similar ages and lifestyles are emphasized. The bizarre visuals and colorful art direction also productively helps capturing young target.

Presenter: Diverse young presenters both male and female in different races are lively chosen to capture various targets.

Location: Various indoor and outdoor locations, including computer generate settings are effectively selected to harmonize with the concept.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: Long bizarre dialogue narrated by male voice over is dazzlingly created to attract consumers' attention as well as reinforce the "Always Coca-Cola" theme line.

MVO : Today I will sing a song for you.

Look at my hair, sometimes it is straight...sometimes it is flat.

Sometimes I over claim but my test result is very low.

The future is so far away.

I do not know what will I become yet.

I wanna grow to be adult.

I wanna be what I wanna be.

But if it does not work out, it is all right.

If only I work hard, I will receive my degree.

But if I were very lucky, I would have an opportunity to go aboard.

But if I cannot be as good as I want,

I may have to be dessert seller.

I must choose between being rich or eternally depend on my mother.

It is all right. It does not mean that the world is always depressed.

We are teenagers. You must try to understand us.

Whatever we do there will be definite refreshment.

Now I pick up my Coca-Cola.

Oh it is very refreshing! It must be Coke!

Music: Only funny and hilarious music melody is employed to correspond with the animated story.

Brand reminding devices: None.

Brand personality: Playful personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With portrayal of youthful presenters and animated story line, the commercial suggests that Coca-Cola is a beverage with lively characteristic for spirited young consumers.

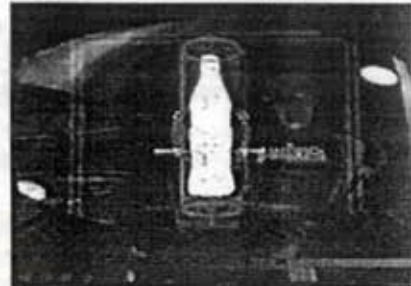
Brand personality of this commercial is reinforced through the user imagery approach which the active appearances of all presenters help minimizing difficulty of conceptualizing brand personality in consumers' perception.

Teens	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1											+			+		+
Judge # 2											+			+		+
Judge # 3									+					+		+
Judge # 4											+			+		+
Judge # 5								+						+		+
TOTAL								1	1		3			5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Teens" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Grandfather and his nephew are fishing on a boat at night.
Audio: Music
2. Visual: Coca-Cola cooler.
3. Visual: A bright light shines from sky.
4. Visual: A boat is abducted into a spaceship.
5. Visual: Both grandfather and a nephew are in stunning expression.
6. Visual: Interior of the spaceship.
7. Visual: Digital light is scanning all objects.
8. Visual: Finger of an alien presses a bottom to activate the duplication process.
9. Visual: Both grandfather and nephew are completely duplicated.
Audio: MVO : "The mission to duplicate identity is accomplished."
10. Visual: Grandfather takes closer look at the duplicated figure of himself.
11. Visual: Digital light is trying to duplicate bottle of Coca-Cola in nephew's hand.
12. Visual: The digital system fails to duplicate Coca-Cola.
Audio: MVO : "The mission to duplicate is erroneous. The mission to duplicate taste is erroneous."
13. Visual: All grandfather, nephew, boat, and Coca-Cola are sent back to a pond.
Audio: MVO : "The mission completely fails."
14. Visual: Both grandfather and nephew are confused. / logo / super
Audio: MVO : "Coke is refreshing and unduplicated."

64. Title: **Allen Copy**

Year: 1996

Duration: 30 sec.

Concept: Original.

This commercial successfully gains consumers' attention through a mysterious story line and thrilling mood and tone. The concept is to promote Coca-Cola as the incomparable original taste of Cola soft drink, which no one could ever be able to duplicate. The commercial reassures consumers to ignore other imitate brands because their tastes would definitely be

different from Coca-Cola who is the inventor of Cola soft drink. The story line suggests Coca-Cola as a brand that people can rely on its refreshing taste. Regarding to this commercial, the other imitated brand intentionally hinted is Pepsi who is a long time competitor of Coca-Cola. Coca-Cola attempts to motivate consumers to treat Pepsi as an imperfection. As restaurant or shop owner who assumes that the two brands share similar taste frequently substitutes Coca-Cola, the commercial urges consumers to argue when their order is misled. The commercial assures consumers that Coca-Cola is the market leader. The commercial indicates that even the alien system is incapable to reformulate Coca-Cola's greatest taste.

Target: General consumers.

General consumers are primarily aimed with the animated concept.

Presenter: Main presenters of this commercial are a generous old man and young active boy who act as grandfather and grandson respectively. Their age ranges probably represent specific group of target, while their personalities help generating sensation feeling among all targets.

Location: An indoor studio with setting of pond and interior of spaceship are designed to reinforce the main concept. The extraordinary design of the spaceship appealingly attracts young consumers.

Logo: Coca-Cola red disk logo in English.

Super: "Always Coca-Cola" in Thai.

Language: The dialogue simply demonstrates that no one could ever clone the greatest taste of Coca-Cola. The arousing male voice over helps reinforcing consumers' attention on the commercial.

Music: A mysterious and futuristic music instrument is perfectly designed to accompany the imaginative story line as well as to draw consumers' attention towards the entire commercial.

Brand reminding devices: None.

Brand personality: Original personality is dramatized through the self-expression model which consumers see the brand as vehicle to express part of their self-identity and lifestyles. With the story line that signifies Coca-Cola as the genuine Cola soft drink beverage, consumers are encouraged to develop a positive perception towards Coca-Cola.

Brand personality of this commercial is emphasized through the executional elements approach such as energetic story line and choice of art direction and music.

Allen Copy	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1					+									+		+
Judge # 2		+												+		+
Judge # 3		+												+		+
Judge # 4					+								+			+
Judge # 5		+												+		+
TOTAL		3			2								1	4		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Alien Copy" commercial employs humor creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: Soccer field.
Audio: Music
2. Visual: People cheer soccer.
Super: Soccer fan.
3. Visual: Soccer players.
4. Visual: People cheer soccer in Moscow.
Super: Coca-Cola fan.
5. Visual: Soccer match.
6. Visual: People cheer soccer in their house.
Super: Coca-Cola fan.
7. Visual: A man plays soccer.
8. Visual: Old man in a house.
9. Visual: Teenagers drink Coca-Cola.
10. Visual: A boy plays soccer.
11. Visual: People cheer soccer in stadium.
Super: Coca-Cola fan.
12. Visual: A boy cheers soccer.
13. Visual: Old woman is holding bottle of Coca-Cola at the soccer arena.
14. Visual: Joyous people cheer soccer.
Super: Soccer fan is Coca-Cola fan.
15. Visual: People cheer soccer, / logo

65. Title: Football

Year: 1997

Duration: 30 sec.

Concept: Sport.

As Coca-Cola has sponsored numerous sport activities to capture specific group of targets such as teenagers and young adult, this commercial is an advertisement to support the sport concept. The commercial attempts to symbolize that Coca-Cola is a beverage for all soccer fan by persuading consumers to always consider Coca-Cola as an enjoyable and essential element for them to bring along while engaging in sport activity. With this persuasive message, consumers are motivated to perceive Coca-Cola as a leader brand in sport market.

The commercial portrays numerous scenes of people cheer and play soccer. This commercial is designed with quick cut technique to draw attention from young consumers as well as reinforce Coca-Cola's positioning in sport activity.

Target: General consumers.

As this commercial employs various types of presenters such as elderly, boy, and teenager, primary target of this commercial is the general consumer.

Presenter: The commercial portrays diverse kinds of presenter ranking from active teenagers, cheerful audience, animated old man, and young children to capture wider group of consumers. It attempts to establish positive perception towards the brand among young prospect target as well as to reinforce brand preference among adult target.

Location: Different locations where soccer match is likely to be viewed and played such as stadium are intentionally featured to harmonize with sport concept.

Logo: Coca-Cola red disk logo in English.

Super: None

Language: The supers repeatedly appear throughout the commercial aim to reinforce Coca-Cola, as beverage preferred by sport related consumers.

Music: An exciting and motive music score is excitingly designed to stimulate consumers' attention as well as to enhance sport concept.

Brand reminding devices: Red identity color frequently appears through wardrobes and other props.

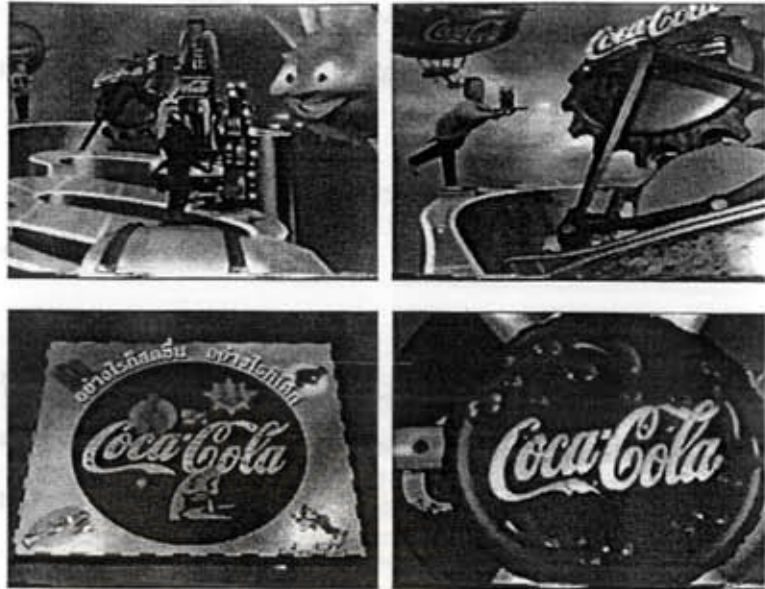
Brand personality: Cheerful personality is signified through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles. With portrayal of animated presenters engaging in exciting sport activity, Coca-Cola is enhanced as beverage for energetic people who enjoy sport activity.

Brand personality of this commercial is dramatized through the executional element approach of dynamic story line and lively music choice.

Football	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1														+		+
Judge # 2														+		+
Judge # 3									+					+		+
Judge # 4														+		+
Judge # 5														+		+
TOTAL									1			4		5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Football" commercial employs vignettes creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.



1. Visual: A setting computer graphic game, "Coca-Cola Land"
Audio: Music
2. Visual: Computer graphic female figure puts bottle of Coca-Cola in a tray.
3. Visual: Computer graphic female figure walks.
4. Visual: Computer graphic Coca-Cola wall clock with a waitress serving Coca-Cola.
5. Visual: Smiling sun.
6. Visual: Colorful toys.
7. Visual: Computer graphic birds.
8. Visual: Coca-Cola logo.
9. Visual: Lots of elements are moving.
10. Visual: Coca-Cola signage in contour bottle shape.
11. Visual: Coca-Cola cap.
12. Visual: Computer graphic waiter serves Coca-Cola.
13. Visual: Floating bubble.
14. Visual: Balloon of Coca-Cola logo.
15. Visual: Logo / super

66. Title: Animation

Year: 1997

Duration: 30 sec.

Concept: Original.

This commercial does not have any specific story line. It fully employs computer graphic technique to generate animated and energetic mood and tone and personality of Coca-Cola for young consumer's preference. In order to reinforce that Coca-Cola is a source of happiness, commercial demonstrates visual of joyous theme park where cheerful waiter and waitress frequently present Coca-Cola to others. Selection of theme park as the main location helps

bringing consumers' perception towards Coca-Cola and pleasant moment closer. The dynamic movements of each character suggest that Coca-Cola is a beverage that fits to lifestyles of young target. Colorful visuals such as huge bright sun and balloon are intentionally symbolized energize ambience. All animated visuals are elaborately cut back and forth to maintain product's energetic personality.

Target: General consumers.

As the main concept of this commercial is to stimulate consumers' energetic attitude toward the brand, general consumers are definite targets.

Presenter: Only the computer generated visuals are employed to efficiently deliver Coca-Cola's main concept of being a bright and refreshing beverage.

Location: No specific location is identified because the entire commercial is created with computer graphic technique.

Logo: Coca-Cola red disk logo in English.

Super: "Always refresh...Always Coca-Cola." in Thai.

Language: No specific dialogue is presence.

Music: The music core is absent from this commercial because the special effects such as dynamic sound of characters' movement are emphasized.

Brand reminding devices: Coca-Cola logo is frequently presented on the background while the red identity color is engaged throughout uniforms of computer graphic figures. Balloon in shape of Coca-Cola red disk logo is also featured.

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles.

With the energetic story line, consumers are motivated to perceive Coca-Cola as a lively beverage for active people.

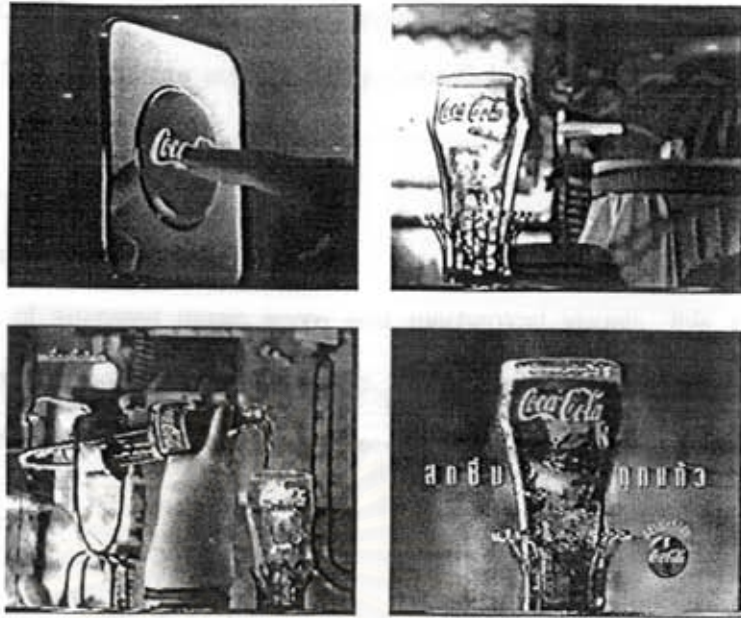
Brand personality of this commercial is signified through the executional elements approach of art direction, and compelling music.

Animation	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+		+
Judge # 2				+										+		+
Judge # 3				+										+		+
Judge # 4				+										+		+
Judge # 5				+										+		+
TOTAL				5										5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Animation" commercial employs animation creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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1. Visual: Finger presses button of Coca-Cola logo shape.
Audio: Music
2. Visual: A round ball is rolling.
Audio: MVO : "Discover the treasure of refreshment."
3. Visual: Everything starts moving.
4. Visual: A can hits an object.
5. Visual: An object falls into a tray with Coca-Cola logo.
6. Visual: A tray turns over to drop marble balls.
7. Visual: Marble balls are moving.
8. Visual: Ice drops into a contour glass.
9. Visual: Contour glass is moving down steps, which made from Coca-Cola caps.
10. Visual: Bottle cap is opened.
11. Visual: A bottle turns to pour Coca-Cola in a contour glass.
12. Visual: A glass is filled.
Audio: Every glass is refreshing."
13. Visual: A glass moves out of the machine. / logo / super
Audio: MVO : "Always Coca-Cola."

67. **Title: Contraption**

Year: 1997 **Duration:** 30 sec.

Concept: Teenager's lifestyles.

This commercial employs mechanic of the contraption, which is a process to produce a glass of Coca-Cola as the main emphasis. Descriptive stages of the mechanical procedure are revealed to symbolize that the manufacturing process of Coca-Cola is complex. This particular message suggests consumers that each of Coca-Cola products is precisely and carefully undergone quality control procedure. Through the mechanical visuals, consumers are

persuaded that Coca-Cola is serious in all manufacturing stages to keep up with standardized and premium quality. This commercial also reinforces Coca-Cola's refreshing attribute through a powerful dialogue.

Target: Young consumers.

With employment of animated music score and mechanical visuals, this commercial efficiently draws attention from general consumers. The young targets would find this commercial more appealing because they have greater opportunity to involve with the animated mechanical concept.

Presenter: No presenter is present because the main emphasis is to concentrate on the mechanic of the contraption.

Location: The entire commercial features several settings which consumers would interpret as an interior of the contraption or vending machine.

Logo: Coca-Cola red disk logo in English.

Super: "Every glass is refreshing." in Thai.

Language: The male voice over narrates a powerful dialogue to reinforce Coca-Cola's attribute of being a source of refreshment.

Music: A mysterious music score is designed with special sound effect of the contraption's mechanics. These sound effects supportively capture attention and interest from consumers.

Brand reminding devices: None

Brand personality: Animated personality is dramatized through the self-expression model which consumers see the brand as vehicle to express a part of their self-identity and lifestyles.

With the energetic story line, consumers are motivated to perceive Coca-Cola as a lively beverage for active people.

Brand personality of this commercial is signified by the executional elements approach of art direction, and compelling music.

Contraption	Creative Execution Styles												Appeal		Strategy source	
	1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
Advertising Expert																
Judge # 1				+										+		+
Judge # 2	+													+		+
Judge # 3	+													+		+
Judge # 4	+													+		+
Judge # 5		+												+		+
TOTAL	3	1		1										5		5

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Analysis from four people working in advertising profession and researcher significantly reveals that Coca-Cola's "Contraption" commercial employs demonstration creative execution style with emotional appeal and global strategy source to create an appealing television commercial to attract prospect consumers.

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2. Creative strategy of Cola soft drinks (Coca-Cola & Pepsi) **employed in television commercials.**

2.1 Advertising objective

Throughout 15 years of all locally and internationally produced television commercials, advertising objectives of the two Cola soft drinks in Thailand are categorized in the following topics.

2.1.A To establish corporate image

This objective is achieved by stimulating consumers to perceive the brand as companion who will always supportively encourage all people to accomplish goals in their lives. In order to reach this objective, both brands frequently engage story line of people striving for success in several areas such as academy and sport with the brands as their inspirations. The moving lyric and sentimental story line are designed to motivate the consumers to have faith in themselves. With these touching commercials, consumers gradually develop emotional bonding with particular brands. The brand is no longer perceived as a typical beverage, which provides only refreshing taste, but consumers begin to see it as a supportive friend to rely on as well.

Establishing an efficient corporate image definitely conquers consumers' favor and positive attitudes over its competitor. When the brand successfully sits in the hearts of consumers, the greater opportunity consumers will consider purchasing the particular brand.

Accordingly to television commercials of Coca-Cola and Pepsi airing in Thailand between 1983-1997, both brands had employed several different approaches to reinforce and enhance their corporate image.

2.1.A.1 By positioning the brand as a person who concerns about future of country and young people.

In these commercials consumers are able to see for themselves how truly responsive, gracious, and considerate the brand is. With sentimental story line and moving music score, potential consumers are stimulated to perceive the brand as a compassionate guidance angle that supportively concerns of young people who will significantly become a glorious future of the nation. The commercials signify young consumers as those who contribute glorious beneficence to the country. Both brands attempt to impressively inspire children with tremendously support. Some commercials also suggest adult to pay attention as well as encourage younger to succeed their ambitions.

Coca-Cola's "World Teen" (1987) and Pepsi's "Miss Universe" (1988) are magnificent samples of television commercials which fall into this approach. Coca-Cola's "World Teen" is a commercial about young Thai girl harmoniously sings a powerful song as well as peacefully embraces with children from diverse nationalities in Church of England. This commercial delivers a sentimental song with courageous lyric which motivates adults to realize how important the children are as well as encourages young people to be determined because they are the faith and glorious hope of the world. In similar, Pepsi's "Miss Universe" is a commercial, which endorses Thailand's Miss Universe who remarkably has grandiose and heroic personalities to position Pepsi as a responsive brand. With considerate characteristic of Miss Universe and the emotional story line of two young boys waiting for her visit at rural location, Pepsi is perceived as aspiration of young consumers.

Some of these commercials stimulate young consumers to develop sense of responsibility and concern about their academic future and social contribution. Scenes showing how people would be gloriously rewarded for their hard working are emphasized to efficiently deliver the significant message.

These commercials also suggest young target to consider involving in sport activity instead of engaging with alcohol and drug.

Pepsi's "Campus 1" (1992) is one among television commercials which occupies this compelling concept to establish positive corporate image. This particular commercial portrays a story of young college man and woman who are symbolized as the modernized generations who determine to perform well in sport, academy, and social life. The commercial is designed to be role model for young consumers by featuring scene of young presenters enthusiastically volunteer for social contribution activity.

2.1.A.2 By positioning the brand as young consumers' aspiration to be Innovative, Individual, and confident.

Both Cola brands frequently present story line to inspire young prospect consumers to have self-esteem and confidence. With the compelling story line, young people are magnificently motivated to confidently chase after their ambitions. Throughout the aspiration concept, the brands are enhanced with a perception of being a sincere companion to always provide support and friendship.

Coca-Cola's "Pongsit" (1992) and Pepsi's "The Audiences" (1995) are among several television commercials to occupy this moving concept. Coca-Cola's "Pongsit" (1992) is a story of a young man who is uncertain about his capability and music skill. As a result, he manages to hide his talent. However as Pongsit one of the famous Thai singers happens to witness the young man's incredible performance, Pongsit presents a bottle of Coca-Cola to a young man as a symbolic of encouragement. Pongsit represents Coca-Cola's intention to support young people to gain self-respect and dignity. It is because when people are aware of their capabilities, they will enthusiastically turn their competence into creative and originitive contribution. As these young people significantly express themselves, they are likely to become productive and extrovert persons. The commercial gloriously advocates young consumers to endeavor for their dreams. Through the compelling story line, the young consumers are suggested not to easily let go of their goals. It is because when they are determined, they will successfully over come obstacles. The commercial signifies that Coca-Cola would always stay by people's sides when they seek advice and companion.

Similarly, Pepsi's "The Audiences" (1995) television commercial attempts to encourage young modern targets to be precisely to do the right thing even they have to sacrifice their happiness. The story is about a young teenager man who is about to attend the spectacular concert of the world's famous singer, Phil Collins. However as the young man witnesses a crying young boy who does not have any ticket, the young man then quickly express his heroic characteristic by giving away his ticket. The commercial urges young consumers to believe in what they are doing as well as to follow their spontaneities to be open-minded and optimistic. With this remarkably support, young consumers are motivated to develop positive attitudes towards themselves. As they have faith and confidence in themselves, they will be enhanced to become quality generation in the modern and competitive society.

2.1.A.3 By positioning the brand as a person who supports people to achieve in sport event.

Coca-Cola is the only brand to capture positive perception by relating itself to sport activity. The prospect consumers who are athlete and sport lover are enhanced to perceive Coca-Cola as an energetic beverage to inspire athletes to strive for their glorious victory. Several momentous sport events are dramatized to signify Coca-Cola's sincerely support and remarkably sponsorship of the Sea Game, Asian Game, Olympic Game, and the World Cup. All of these commercials convey that Coca-Cola is serious in stimulating young and adult athletes to keep up with their hard practice to achieve their goals. Through sport related story line, Coca-Cola also attempts to promote world's peacefulness. Coca-Cola uses important sport events such as the Olympic and Asian Game where people from different races and nationalities are harmoniously united to signify sport as a source of esprit de corps.

Coca-Cola's "Sea Game" (1995) television commercial is one among the distinguished commercials to reinforce Coca-Cola prestigious contribution for sport event. In this commercial Coca-Cola employs sentimental story line and touching music lyric to inform all consumers of its official sponsorship for the 10th Sea Game event. This commercial encourages Thai people to be supportive for Thai athlete team. With all emotional elements presented in the commercial, consumers are stimulated to perceive Coca-Cola as a spectacular friend who always encourages athletes to accomplish their ambition.

With consistent sponsorships of all local and world class sport events all over the world, Coca-Cola successfully gains respect and appreciation from prospect consumers. Coca-Cola is highly perceived as a brand that frequently conducts social contributions as well as being supportive for young athletes.

2.1.A.4 By positioning the brand as a person who encourages young consumers to develop sense of patriotism.

Coca-Cola is the only brand, which significantly sets its business philosophy to develop its business as well as to gloriously contribute to social improvement. Coca-Cola foresees that youth is the most important resource that can contribute numerous great benefits to society. As a result, Coca-Cola elaborately conducts the significant television commercial to stimulate youth to develop sense of patriotism and responsibility. Coca-Cola's "For Thailand" (1991) commercial encourages youth to continuously preserve the goodness of Thai tradition and culture. It inspires youth to plan to do some valuable and momentous contributions to the country. The commercial portrays story about group of young teenagers travelling on a train to experience questions of what other people are expecting them to contribute to society in form of mirror reflections.

With the sentimental concept, Coca-Cola is enhanced as being a brand, which foresees potential responsibility in youths. It encourages them to behave as valuable human resource for the country. As becoming a brand with reliable and inspired image, consumers are motivated to gradually develop brand preference towards Coca-Cola.

2.1.B To induce usage habit

As consumers typically drink Cola soft drink with no definite format or occasion, both brands intentionally design several appropriate television commercials to stimulate prospect and current consumers to develop consistent consumption habit. Both brands see potential that successfully inducing proper and accustomed consumption pattern will result in frequent purchasing habit. As consumers are considering to regularly including Cola soft drinks as part

of their daily activities such as drinking it during lunch or while playing sport, greater sales volume is the significant outcome. As a result, both Coca-Cola and Pepsi have produced several television commercials to reinforce the habitual drinking routine.

Pepsi's "Fast Food 1" and "Fast Food 2" (1988) are among the commercials which employ this magnificent objective. These two commercials attempt to promote young consumers to consume teen's popular fast foods such as Kentucky Fried Chicken and Hoburger with Pepsi. The consumers are enhanced with an ideal that drinking Pepsi with the favorite fast foods would generate the ultimate pleasant taste and experience. The commercials seek to achieve their goals among young targets by signifying that consuming fast foods with Pepsi is a trendy habit for young and stylish people. These commercials motivate youths to consider drinking Pepsi every time they order fast food.

Similarly Coca-Cola's "Supermarket" (1993) commercial attempts to induce consumption behavior by demonstrating visuals of both purchasing and drinking habits. The commercial shows the descriptive process of how Coca-Cola is displayed and purchased in the supermarket. It remarkably dramatizes a young man who recently purchases Coca-Cola and then stores it in his car. Later he puts it in an ice cooler and pleasantly drinks it at the park while he is picnicking. Throughout these scenes, consumers gradually become aware of what the purchasing and consumption patterns are. And as consumers are enhanced by the typical consumption habit and product usage portrayed in the commercial, they are stimulated to regularly purchase and consume Coca-Cola for active out-door activity.

2.1.C To introduce new product.

When both brands conspicuously launch new improved products, they see necessity to announce this exciting message to public. The greater mass consumers have opportunity to become familiar with the innovative products, the more possibility they are likely to buy. Announcing new product launch also generates positive attitude toward the brands because the consumers will see them as originative brands who always improve new products to satisfy consumers' needs. These commercials are typically designed in informative format where

visuals and descriptive information of the new product such as size and price are clearly pronounced.

Pepsi's "PRB 1.5" (1993) commercial is one sample of the new product launch television commercial. This particular commercial introduces all consumers to a new Pepsi PRB whose special attribute is an unbreakable plastic bottle which could contain as much as 1.5 liter. These significant product attributes are intelligently symbolized through several animated scenes. For example, the commercial repeatedly presents scenes of people accidentally drop bottles of Pepsi PRB on the ground to demonstrate that the PRB bottle is made from an unbreakable material. In addition the commercial also conveys Pepsi PRB as a convenient beverage to be pleasantly enjoyed with large group of people because it contain greater amount by featuring scenes of people share Pepsi PRB at both outdoor and indoor locations.

Coca-Cola's "Family Liter" (1998) is a good sample of the television commercial to introduce new size of Coca-Cola liter which is appropriated for indoor activity, especially for home consumption. The commercial remarkably encourages consumers to happily drink Coca-Cola at home with family members. Several scenes demonstrate that the Coca-Cola liter is a true value for money because it contains greater amount at reasonable price.

As the informative information is employed in the commercials, these commercials successfully announce that the new product types are available in the market. This awareness will motivate them to choose the proper products to suit their needs and lifestyles. For example they would consider Coca-Cola Big 15 ounce which has greater amount in glass bottle format for restaurant outlet while Pepsi Cool Hand would be suitable for those who like active outdoor activity.

2.1.D To position the brand as source of refreshment.

In order to meet with all consumers' needs, both Cola soft drinks frequently signify that they can incredibly satisfy physical need by overcoming thirst and heat. Magnificent attribute of Cola soft drink, which efficiently revitalizes replenished and refreshing feeling for lives of all consumers in a terrible hot temperature, is provocatively emphasized. The commercials use consumers' fear of dehydration and overheated feeling to persuasively convey that Cola soft drink is the definite beverage to rescue people from suffocation. With repeat portrayal of this refreshment concept, consumers are compelling motivated to always think of Cola soft drink when heat begins to interfere with their lives. These commercials successfully help establishing brand's property of being a cure for thirst and heat in mass consumers' minds. This objective is frequently employed during the summer season, which is the peak selling period of Cola soft drink.

Pepsi's "Hot Feet" (1988) is one of the commercial to position Pepsi as an efficient beverage to overcome high temperature and torridness. The commercial intelligently uses scenes of people horribly cry out and urgently tiptoe as soon as they step on a burning sand to dramatize the steaming heat. The scene where people take risk to run through the heated beach to Pepsi booth located nearby assures Pepsi's capability to relieve them from dehydration. This commercial evokes consumers' consciousness of the terrible outcome when they do not drink Pepsi.

Coca-Cola's "Sticky Day" (1994) is a distinctive sample of the television commercial to signify Coca-Cola's refreshing attribute. The commercial dramatizes that when consumers are suffering from heat, Coca-Cola could efficiently enliven and gratify lives of consumers. It is a story of a young man and a dog that are suffering from hot temperature. And as he experiences ice cold Coca-Cola, he remarkably regains his vigorousness.

2.1.E To position itself as essential element in teenagers' lifestyles

As teenagers are the largest target group who have the best potential to consume Cola soft drink, both Coca-Cola and Pepsi have to compellingly design certain kind of television commercial to meet energetic lifestyles of young consumers. They are trying hard to create appropriated commercial to successfully draw attention from young prospect target. Several situations, which typically happen or relate to teenagers' lifestyles, such as popular teen idol celebrities, romantic relationship, energetic activity, and humorous experience are movingly employed. It is necessary for both brands to make their commercials as appealing as possible because when certain brand successfully sits in young prospects' hearts, consumers are likely to develop preference towards that particular brand.

As a result throughout 15 years, this particular advertising object is the most frequently employed. Coca-Cola's "Flying Coke" (1990) is a sample of commercials which use animated and humorous story line to attract young targets. This commercial attempts to attract consumers' interest by presenting energetic story of two hospitalized teenager men using their minds to fly bottles of Coca-Cola to them. This active and hilarious story line supportively generates amusing experience for young prospect targets.

To significantly fascinate young consumers, Coca-Cola remarkably employs restless and dynamic lifestyles of teenagers in its "Teens" (1996) television commercial. This compelling commercial presents several scenes of teenagers' daily activities in some bizarre behaviors and wardrobes. For example, some women are presented in weird hairstyle while couple of men lively plays skateboard. With numerous scenes of playful teenagers' lifestyles engaging in the commercial, young prospects are enhanced to perceive the brand as a friend or a beverage, which is suitable for their ages.

Similarly, Pepsi's "Love Theme" (1982) commercial seeks to attract young targets by employing sentimental and romantic situations. As teenagers are likely to involve in love relationship, this beautiful concept productively captivates recognition from young prospects. This commercial presents story of young couples who are having difficult time in their

relationship. However, as the man presents bottle of Pepsi to his girlfriend, they passionately reunite. This romantic story line successfully enhances image of Pepsi as being a beverage to delicately bring cheerful, rejoicing and gladness into consumers' lives. Consumers are emotionally enhanced to a perception that Pepsi is a magnificent jubilation creator. In consumers' mind Pepsi becomes a beverage for a pleasant and gratified moment, which can magically turns negative into positive outcome.

To pleasingly captivate youth target, Pepsi also excitingly endorses numerous famous celebrities, especially the popular singers. As it is widely known that teenagers are group of young people who ultimately have special interest in compelling music activity, Pepsi sees a glorious opportunity to be friend with this specific target group. Employing dazzling music activity in the commercials helpfully positions the brand as playful companion who truly understands what needs of young people are. People are actively motivated to perceive Pepsi as animate and cheerful drink for modernized and dynamic consumers. "Michael Jackson 2" (1994) is one commercial of Pepsi, which impressively engages powerful celebrity to attract young targets. This commercial endorses Michael Jackson who is ranked as the world's number one teen idol to signify Pepsi as a truly beverage for young consumers who see themselves as independent, energetic, and modernistic. This commercial symbolizes that Pepsi's popularity among young target is equivalent to Michael Jackson. It dramatizes that when the world's number one superstar chooses Pepsi as distinguish choice, consumers are assured of Pepsi's premium quality and trendy image. With Michael Jackson's reputation as the number one in music industry, young consumers are enhanced to perceive Pepsi as the leader in soft drink category as well. It remarkably connotes that Pepsi is what young and modern consumers should consider as their favorite choice.

2.1.F To discredit major competitor

Since the market situation of Cola soft drink is very competitive and aggressive, it is quite essential for one brand to attempt disfavoring its striking competitor. As Coca-Cola is publicly well known for its originality of being an inventor of Cola soft drink who has been dominating the market for so long, it sees an opportunity to turn its innovative property into a

forceful weapon. It begins to claim itself as the incomparable Cola soft drink who ultimately fulfills lives of consumers with pleasant and refreshment. With the position of being the first brand in the market, Coca-Cola intensely discredits other competitors as imitators who attempt to copy its genuine formula. It vigorously protects its significant product by publicly reinforcing its image as being the world's leader in soft drink beverage market. It spectacularly signifies its popularity among worldwide consumers. As a result, several commercials have been produced to indicate Coca-Cola as an original source of refreshing taste.

"The Real Thing" (1995) commercial is one sample of Coca-Cola's intention to remind consumers that the satisfied taste of Coca-Cola is incomparable and unduplicated. The commercial symbolizes the real taste property through several fantasy visuals such as a round shaped peanut, and a cylinder shaped egg. It strikingly announces that the objects are considered as imitation when they do not appear in the original format. The commercial intentionally conveys that when consumers are looking for a real taste of Cola soft drink, they must consider the contour shaped bottle of Coca-Cola.

2.1.G To Introduce new Identity

Pepsi used to feature three colors, which are blue, red, and white as main emphasis of its logo for many years. But in 1995, Pepsi realizes that to successfully attract young prospect consumers, new identity must be powerfully designed. Pepsi then conducted several research to investigate what is the most significant identity, which could efficiently generate quick and memorable recognition among mass consumers. As a result, instead of equally featuring all three previous colors in its logo, the research finding recommends Pepsi to dominantly emphasize only on the electric blue color. It is because this particular playful color is believed to efficiently represent energetic lifestyles of prospect youth targets.

In order to inform the magnificent identity change to mass consumers, Pepsi introduces several dynamic television commercials to deliver this informative message. "Change 1" (1996) is one of Pepsi's commercials to announce the momentous news to the prospects. This commercial employs numerous active lifestyles of young consumers who are the largest target group, which Pepsi wants to captivate. It is because this specific consumers would

supportively enhance Pepsi as a truly beverage for young people. This commercial is designed with a quick editing technique to meet personalities of modernized target. The commercial also repeatedly features the word "change" in both verbal and visual formats to efficiently reinforce the main objective. To signify the new blue identity, the commercial presents several elements such as fried egg in blue instead of its original color.

2.2 Target Group

As soft drink is a low involvement product, which does not contain any nutrition value, both Cola soft drinks have significantly shared similar target group. With its inexpensive price, typical people could easily afford to repeatedly purchase in one day. Its sweet and refreshing taste efficiently attracts consumers of all ages and social statuses. Therefore, it gradually becomes a universal product, which magnificently suits to all people's lifestyles. It might become the elder's favorite as a sparking beverage; appealingly attracts adult targets as an energetic drink to freshen them up after a long tired day; and remarkably draws teenagers as a stylish beverage to keep them up with modernized image. As a result, both Cola soft drink brands enthusiastically attempt to induce trial and maintain brand loyalty among general consumers, especially the younger consumers who are the target group with the highest potential to purchase.

For example, to reach children target, Coca-Cola creates the "Kid Soccer" (1986) television commercial which employs children from various nationalities as presenters to convey Coca-Cola's intention to encourage young children to brightly achieve their goals. While the "First Impression" (1995) commercial of Pepsi employs story line of young teenagers on their first date to appealingly captivate teenager target. Adult and elderly targets are emphasized in Coca-Cola's "Happiness" (1990) commercial where the story line demonstrates how elders could pleasantly enjoy Coca-Cola with family members and how adult could cheerfully have joyous moment with friends. To generate positive brand image among family target, Coca-Cola's "Christmas" (1990) commercial is compellingly designed to signify that Coca-Cola truly understands what the parents' need for their beloved children are. To successfully attract consumers from both rural and urban areas, Pepsi elaborately produces two different mood &

tone commercials, the "Going Home" (1982) and the "Move Over" (1997) to suit with lifestyles of both targets. The "Going Home" commercial emphasizes on a young graduated man who returns to his rural hometown to happily meet with his family, while the "Move Over" commercial dramatizes on the dynamic and stylish lifestyles of young metropolitan people.

Although Cola soft drink is a mass product, it is difficult to communicate to all targets in the same television commercial. As a result, specific group of people which is teenager aged between 12-19 years who is the largest target groups who drink soft drink is exclusively selected. The chosen teenager group is the people who are independent and trendsetter of society. They are modernized people who have the highest potential to be easily persuaded because they usually use their emotions to direct their actions. They also have powerful influence on other target groups such as their peers and family members.

As a result, both Cola soft drinks frequently employ lifestyles of teenagers in their television commercials. With numerous employments of teenager related story lines, Coca-Cola and Pepsi are compellingly enhanced with dynamic and modernistic image.

In order to generate clearer perception, Cola soft drinks' target group can be categorized into 2 different groups:

Demographic:

- Male & female
- Young children to elderly
- All professions
- All social economic statuses
- Urban & rural

Psychographic:

- A cheerful person, who loves to be involved in joyous, relaxing, and entertaining situations.
- A liberated and individual person who lives easy-going, active, and innovative and trendy life.
- Playful person who has good sense of humor and romantic.
- A person who is supportive and always has sincerity and caring for others.
- A person who enjoys outdoor adventurous activities.

2.3 Key concepts in the television commercials

Throughout 15 years, both Coca-Cola and Pepsi have employed various key concepts to reach diverse segments of the soft drink market. Each key concept is unique and efficiently reinforcing brand positioning. There are 8 key concepts both brands similarly share. However Pepsi has 1 tailored key concept while Coca-Cola has special 2 key concepts of its own. The similar 8 key concepts are categorized as follows.

2.3.A.1 Refreshment : As the most significant product attribute of Cola soft drink is the refreshing taste, both Coca-Cola and Pepsi frequently signify this unique selling point to attract prospect targets. To successfully demonstrate this concept to mass consumers, both brands have to elaborately engage story line, which presents scenes of people being trapped in heat and dehydration. And as the commercial reaches its climax, the product is introduced as hero to spectacularly rescue consumers from suffering. Product appetite and visuals of people regain their refreshment is mandatory in the commercials to signify this key concept.

Pepsi's "Bus" (1995) and Coca-Cola "Cut Out" (1990) are among the television commercials, which fabulously reinforce the refreshing attribute. Pepsi's "Bus" television commercial is a story about group of exhausted tourists who are travelling through the extremely hot location. And as they nearly die from the hot weather, they splendidly manage to fresh up by ice cold Pepsi sold along the road. Similarly, Coca-Cola's "Cut Out" commercial presents stories of young man in an isolated desert whom incredibly regains his exhilaration through Coca-Cola's magical refreshment.

2.3.A.2 Corporate image : In order to gain brand preference and brand loyalty from consumers, both Cola soft drinks see necessity to continuously produce television commercials to enhance their images. Through the sentimental story line, prospect consumers are motivated to gradually develop positive attitude towards the brand. In addition, when consumers emotionally flourish bonding with the brand, brand recognition is the glorious benefit.

To achieve this objective, both brands commonly produce television commercials with story lines to position themselves as supportive brands that spontaneously encourage children and young people. This concept of being young people's inspiration to reach their goal does not only attract young target as they are portrayed in the commercials, but it also successfully gains acceptance from adult target who would appreciate the sincere intention. However to communicate to mass target with diverse interests, several different approaches as the following are accomplished.

- A. To signify their concern for young people's future such as education, social life, and career.
- B. To signify their encouragement for young people to be responsible for social contribution.
- C. To signify their support for young people's performance in sport and music.

2.3.A.3 Happiness : One of persuasive approach to induce trial in consumers is to clearly demonstrate how Cola soft drink could bring pleasure and jubilation to their lives. These commercials vivaciously feature scenes of people engage in typical cheerful and playful situations which general people usually desire for. The happiness moments regularly employed by Coca-Cola and Pepsi would feature presenters of all ages and professions to convey that everyone possibly experiences the delighted and gratified events. As humor and celebration are among factors, which bring joy into people's lives, commercials with animated, humorous, and festive story lines are included in the happiness concept.

2.3.A.4 Teenagers' lifestyles : As teenagers are the largest target group who have the highest purchasing possibility, both Cola soft drinks strikingly dramatize energetic lifestyles of teenagers in numerous of their television commercials. Story lines of these commercials frequently involve with topics which typical teenagers are usually interesting. These topics are romantic relation, friendship, adventurous activities, outdoor trip, individual personality, entertaining nightlife, and outrageous wardrobes. Both Coca-Cola and Pepsi intentionally attract this young target through the dynamic commercials because the dazzling story lines would supportively encourage teenagers to perceive the brand as modernistic beverage. By

doing this, the young target probably think of the brand as an active friend who truly understand what the youth's needs are. As a result, numerous television commercials of Coca-Cola and Pepsi repeatedly emphasize on lives of teenagers.

2.3.A.5 New product : Throughout 15 years, both Coca-Cola and Pepsi have brilliantly introduced several new products. And in order to efficiently inform mass consumers of new product launch, television commercial is the most appropriate medium to deliver this magnificent message. This is an essential procedure of each brand to acknowledge its consumers of the new inventive products avail in the market. It is because this informative message will induce trial among prospect consumers. This also helps generating positive perception towards the brands as well. It is because when consumers have repeated opportunities to learn about new innovative products, they are splendidly motivated to perceive the brands as originaive beverages that always determine to productively create new products to meet consumers' progressive lifestyles.

2.3.A.6 Music : One way to reinforce product positioning of being an energetic beverage for young and active consumers, is to spectacularly emphasize on music activity in Cola soft drinks' television commercials. As music activity is among young consumers' most popular interest, both Pepsi and Coca-Cola recognize this striking opportunity to relate themselves closer to this specific target group through the music related story line commercials. Moreover, to remarkably attract young targets that have the highest potential to become loyal consumers, both brands significantly invest in music marketing approach. They brilliantly endorse famous and popular teen idol super stars to spark initial interest and attention from young prospect. Both international and local celebrities are compellingly endorsed in television commercials of Cola soft drinks to captivate wider consumers. However Pepsi is the brand which emphasizes most on the international stars such as Michael Jackson, Madonna, and Gloria Estafan. On the other hand, Coca-Cola heavily focuses its concentration on popular local stars such as Carabaw band, Assanee, and Mos. Pepsi attempts to employ the world's most famous stars as its strategy to persuasively motivate prospect consumers to perceive Pepsi with more superior image than Coca-Cola. Music concept significantly becomes Pepsi's key strategy to challenge with Coca-Cola who is the most powerful brand in the world. With the

exciting appearance of the well known super stars, and the dynamic story line of music related activities, young consumers are likely to perceive both Coca-Cola and Pepsi as energetic and dynamic beverage for young generation.

2.3.A.7 Food : As one of consumers' typical consumption habit is to drink Cola soft drink with food, food related story line is regularly employed in Cola soft drink's commercials. These commercials superbly feature food appetizing visuals to demonstrate the ultimate taste people could possibly experience from consuming Cola soft drink with food. Coca-Cola and Pepsi see an opportunity to expand their sale volume when greater numbers of people develop consumption habit of drinking Cola soft drink with their meals. As a result, both Cola brands intentionally create television commercials to promote consumers to think of Cola soft drinks as beverage which incredibly enhance the delicious taste. However Coca-Cola and Pepsi had taken two different approaches to achieve this objective. Coca-Cola elaborately promotes consumers to drink Coca-Cola with general meals such as Thai, Western, and Chinese, while Pepsi attempts to attract younger prospects by promoting Pepsi with fast food restaurants.

2.3.A.8 Product usage : Both Coca-Cola and Pepsi frequently design their television commercials to develop consumption and purchasing behavior among the prospect targets. These commercials remarkably demonstrate how the product is properly purchased from store and pleasantly consumed by joyous consumers both in-home and out-of-home locations. For example Coca-Cola's "Supermarket" (1993) commercial presents product life stage from the first day it is displayed in the supermarket until the final day when it is purchased and consumed in the park. The "Family Liter" (1998) commercial of Coca-Cola excitingly induces consumers' habit to purchase Coca-Cola home by magnificently featuring the story line which all family members happily purchase Coca-Cola from the same store to delightfully share among one another at home. Similarly, Pepsi's "Chatchai & Sinjai" (1990) commercial reinforces the identical concept by showing the famous celebrities pleasantly purchase and drink Pepsi at home. Consumers are also encouraged to bring Pepsi along in their adventurous outdoor trips by featuring story line of young consumers joyously drink Pepsi on their Island vacation trip.

The commercials, which employ the product usage concept, would efficiently promote the prospect target to extend their consumption habit. It is because when consumers frequently exposed to the product usage television commercials, they are likely to include Cola soft drink in their daily life accordingly to various product consumption and purchasing behavior presented in the commercials. As a result, this product usage concept would magnificently generate greater purchasing possibility.

Besides from sharing the similar 8 key concepts, Pepsi has one distinctive concept.

2.3.B New Identity : When Pepsi decides to spectacularly change its corporate identity, the special informative television commercials to announce the memorable change are essential. As the new identity includes the new globe logo, the new electric blue identity color, and the new "Generation Next" theme line, all commercials in this campaign magnificently signify these elements through their striking visuals and arousing story lines. For example, to emphasize the new electric blue identity color, numerous elements such as watermelon, flower, and fried egg are excitingly presented in this particular color. The new globe logo is repeatedly presented in a format of bottle cap while the new "Generation Next" theme line is dazzlingly signified through the story lines which interestingly engage lifestyles of modern and energetic young people.

In addition to the similar 8 key concepts, Coca-Cola has 2 of its own distinguishing concepts.

2.3.C.1 Original & classical : To compete with its competitor, one of the significant concepts Coca-Cola commonly communicates to general consumers is to claim its innovation in Cola soft drink market. As being the first to magnificently invent and own the original Cola formula, Coca-Cola regularly reinforces this fact in its television commercials. By doing this, the consumers are elaborately enhanced to appreciate Coca-Cola's originality and gradually develop negative perception toward other Cola brands. These commercials remarkably design the story lines to demonstrate Coca-Cola as a classical beverage, which is definitely capable to deliver the ultimate refreshing taste to consumers. Some of these commercials also signify Coca-Cola's worldwide popularity by portraying bottles and caps of Coca-Cola in diverse

languages. This magnificent concept also attempts to stimulate consumers to think of other Cola brands as imitators who seek to duplicate Coca-Cola's incredible taste. To achieve this objective, several of Coca-Cola's television commercials clearly dramatize its originality. For example, the "Alien Copy" (1996) commercial signifies that even the progressive technology of alien is inefficiently to duplicate Coca-Cola's taste. While in the "The Real Thing" (1995) commercial, consumers are reassured that when Cola soft drink does not come in the familiar form (the contour shaped bottle), then the product is considered as imitation. This compelling message is symbolized through visuals of strange shaped objects such as a star shaped watermelon, a cylinder shaped banana, and a box shaped peanut.

2.3.C.2 Sport : One approach, which Coca-Cola remarkably employs to appeal to the prospect targets, is the sport marketing. Coca-Cola tremendously sponsors numerous sport events both locally and internationally. It also presents various sport-related commercials to signify its glorious contribution. The story lines usually demonstrate young children and adult athlete participant in the compelling competition where Coca-Cola is a beverage to supportively help them win the game. Samples of the significant sport events usually featured in Coca-Cola's commercials are the Sea Game, the Asian Game, the Olympic, and the World Cup. With steadily support and employment of sport activities, consumers are motivated to develop positive attitude towards Coca-Cola. Especially for young people who significantly engage in sport activities, Coca-Cola is probably seen as their magnificent inspiration. This lively sport concept also supportively enhances the brand with active and energetic characteristic.

2.4 Brand positioning

In today's competitive market, technology splendidly allows one brand to successfully investigate as well as duplicate other brands' significant product attribute. As a result, greater numbers of brand in the same product category begin to share commodity. Therefore each brand has to magnificently create powerful brand image in consumers' perception by distinctly find the most appropriated image which differentiate itself from others in the market as well as to superbly appeal to consumers' needs and lifestyles. One effective approach to help the brand achieving this outstanding objective is to design the preeminent positioning for the brand.

Coca-Cola : Positioning itself as a caring friend who always provides happiness and refreshment as well as truly concerns about social contribution.

Throughout 15 years Coca-Cola had conducted numerous marketing and social activities which significantly create positive perception and emotional bonding with prospect consumers. Coca-Cola emphasizes on its magnificent attribution of being a beverage with greater thirstquenching ability, which offers the most refreshing taste that goes well with food. Mood and tone of its advertising campaign attempts to convey Coca-Cola as a friendly fun drink for today's living. These images are established through various Coca-Cola's commercials with scenes where people experience refreshing moment from drinking Coca-Cola; people are extremely happy to drink Coca-Cola with food; people and Coca-Cola are engaged in active music activity, and people occupy in exciting sports. Coca-Cola usually presents television commercials, which exhibit itself as an aspiration of young people. It forcefully encourages youths to express their creativity and imagination for social contribution. These young people are reassured that they will be rewarded with pride and dignity in return. As a result, when compared with Pepsi, its major competitor, Coca-Cola successfully gains greater positive perception from consumers of being a brand with more intrinsic value. For example, the "Pongsit" (1992) television commercial signifies that Coca-Cola loves everyone and will always be supportive for young people's accomplishment. In similar, the "Mos" (1993) commercial also indicates that the popular teen idol singer is magnificently inspired by Coca-Cola to become the popular star. "For Thailand" (1991) commercial is one of the commercial which signifies Coca-Cola's concern for Thai society.

With consistency in television commercial's concept and story line, Coca-Cola successfully maintains its status as the leading in Cola soft drink category. It gloriously gains positive attitude and acceptance from countless people. As a result, Coca-Cola is magnificently enhanced as the reliable and trustworthy beverage that is the definite friend along people's lives.

Pepsi : Positioning itself as an innovative and energetic beverage for young modernized people who live ultimate trendy lifestyles.

As being a second invented Cola brand who puts great effort to compete with Coca-Cola, one of the world's most popular and well-known brand, Pepsi has to conduct numerous activities and strategies to tackle teenager who is the largest target group to consume Cola soft drink. Pepsi has tried almost every approach even changing its identity and slogan to meet the dynamic lifestyles of teenagers. As a result, Pepsi emphasizes its marketing activities in music, which is among one of young people's most favorite interest. The world's most famous superstars and the local's most popular celebrities are forcefully endorsed to attract attention as well as establish stylish image among youth. Almost half of Pepsi's television commercials airing between 1982 – 1997 have remarkably featured the splendid stars. These reputable celebrities are ranged from Madonna, Michael Jackson, Tina Turner, Michael J. Fox, Spice Girls, Thai's famous Achalee, and Chatchai & Sinjai. As these stars are perceived with active and trendy personalities, Pepsi's association with these celebrities supportively enhanced Pepsi image as being a playful and dynamic brand to help teenagers maintain their trendy and contemporary lifestyles. Pepsi frequently presents its television commercials with lively music activities, humorous story line, and independent lifestyles of teenagers. These significant elements efficiently position Pepsi as being a beverage, which truly understands what the youths are looking for.

In order to absolutely position itself with the modernistic image, Pepsi remarkably introduces new corporate identity, which elaborately stimulates prospect consumers to develop emotional bond with the brand. The new identity successfully helps prospect consumers to identify Pepsi drinkers as the innovative, dynamic, lively, and futurist new generations that are ahead of the time. The Pepsi drinker is perceived as individual people who dare to break the traditional rule and desire to stand out from others in society. The new identity conveys that Pepsi always wants to move forward for the best service to fulfill needs of fun and stylish consumers.

Pepsi brilliantly combines personalities of the brand and its consumers together. This strategy magnificently differentiates its image from Coca-Cola, which emphasizes its original and classical taste.

As there is no significant differentiation in product attribute between Coca-Cola and Pepsi, the only approach to distinguish itself from Coca-Cola's conservative concept is to establish its own energetic positioning such as launching the compelling electric blue identity color to compete with Coca-Cola's powerful red color. It also vigorously creates numerous television commercials with lively and animate manners to enhance its personality. The employment of the famous celebrities and energetic teenagers' lifestyles in its commercial help strengthening Pepsi's image because the prospect young targets would gradually feel Pepsi as a product especially designed for them.

2.5 Creative strategy

As Cola soft drink is a generic product, both brands have to seek the best solution to attract consumers' purchasing intention over the competitors. The most appropriated way to make the brand appeals to consumers is **not rational but psychologically** relate the brands to consumers. It is because both Coca-Cola and Pepsi are unable to utilize their unique selling point. With this approach, consumers will gradually develop personal bonding with the brands. There are three creative strategies, which both Cola brands usually engage to stimulate consumers' psychological needs.

2.5.A Brand Image strategy.

This strategy occurs when the brands attempt to create emotional framework and brand personality to appealingly motivate consumers. This particular strategy helpfully generates positive attitude among consumers by portraying the brands' desired image. For example, Coca-Cola commonly creates its commercials to signify its glorious intention to support young people for their music and sport achievement. On the other hand, when Pepsi regularly presents itself as an energetic beverage that fits with trendy lifestyles of young people, it is perceived by the consumers as a brand which understands the youth most.

2.5.B Product positioning strategy.

This strategy works by placing the product in a hierarchy of competing products in the consumers' mind. It stresses how the brand is different from, or superior to, the competitor. This strategy is quite useful for the generic product category. For example, Coca-Cola often announces its positioning of being the refreshing taste originator in the Cola soft drink market. With this positioning, consumers are encouraged to think of the brand as a genuine high premium product. Coca-Cola usually uses this strategy to convey Pepsi as an imitator brand. This strategy generally reinforces brand's position in the market as well as induces reliability in the product.

2.5.C Resonance strategy

The essence of this strategy is to link the product to universal experiences of the consumers, such as birthday occasion, holiday trip, anniversary celebration, and relationship. This strategy supportively helps associating consumers closer to the brand because they are familiar with the portrayed events. As this strategy encourages consumers to see the brand as a part of their daily lives, consumers are likely to develop the frequent consumption behavior.

2.6. Creative execution styles

As both Cola soft drink brands take different positioning directions, their most frequently employed creative execution styles are **totally contrast**. Since Pepsi attempts to attract young prospects with compelling superstars in music and movie industry, celebrities execution is the creative execution styles which Pepsi occupies the most. This celebrities execution is an engagement of famous stars to deliver product-related message to consumers. Although Pepsi does not have the endorsed celebrities to directly talk about its magnificent product's attribute, it presents these superstars in several interesting ways which excitingly moves young prospects. For example, Pepsi uses energetic personality of the popular teen idol, Michael J. Fox to signify the brand as an innovative and active beverage for trendy people in the "Michael J. Fox" (1986) television commercial. While powerful appearance of Cindy Crawford in the "First impression" (1995) commercial demonstrates Pepsi as a true friend who really understands teenagers' needs. Employment of the celebrities execution successfully reinforces Pepsi's dynamic

positioning of being a drink for young modernized people who seek to be recognized in the stylish way.

On the other hand, Coca-Cola's most frequently employed creative execution style is the vignettes execution. As Coca-Cola significantly puts its great effort to promote the positioning of being a beverage to generate happy moment as well as being a moving aspiration for young consumers, the vignettes execution style is the efficient approach to deliver this powerful message. It is because the vignettes execution style normally shows scenes where people enjoying their lives and product at the same time. It also has an ability to create excitement and motivation through employing song or jingle those reflect positive product's attribute. The vignettes execution allows Coca-Cola to thread together several brief episodes of young people inspired by Coca-Cola and Coca-Cola in the joyous situations to signify people's impression towards the brand. For example, the "Couple" (1988) commercial features story of various compassionate couples is enjoying the pleasant taste of Coca-Cola in various locations and diverse situations. Some are in joyous moments while some are in sentimental occasions. While the "Asian Game" (1990) emphasizes on promoting numerous Thai athletes to perform well in the important sport event. This vignettes execution style truly helps Coca-Cola gains enormous sensible impression from the prospect consumers'. As the vignettes execution could feature numerous lifestyles of different people, it allows Coca-Cola to talk to wide group of targets with the similar message at the same time.

However both Coca-Cola and Pepsi remarkably share their second and third most frequently employed creative execution styles respectively, the slice-of-life, and the demonstration execution styles. The slice-of-life creative execution style is quite popular for Cola soft drinks because it is a dramatic execution style, which usually portrays the product in use and certain group of people who use it. The everyday life situation is emphasized to position the brand in natural way. It magnificently gives the consumers a look at realistic situation with presenters who appropriately represent the target consumers. With the slice-of-life execution style, Coca-Cola and Pepsi remarkably suggest consumers the new ways of consumption. It is because this particular execution allows both brands to present how the product could possibly be enjoyed in people's lives. The story line usually employs the daily life of one significant presenter and his or her family and friends with product's presence occasion.

For example, Pepsi "Campus 1" (1992) television commercial emphasizes on situations in life of a young energetic man since the first day he attends a college until his graduation day. Several parts of his life such as playing sport with his friends, studying for examination and conducting social contribution in the rural area are strikingly featured. Throughout these compelling situations, Pepsi elaborately present the product usage scenes to induce consumption habit among prospect consumers. Similarly, Coca-Cola's "Olympic 1" (1987) commercial presents story of young female athlete who lonely travels to participate in the glorious Olympic event in Korea. As she gets lost and confused, she meets a new friend from other countries to help her solve problem. At the end, Coca-Cola is presented as a beverage to celebrate the joyous moment.

The third frequently engaged creative execution style of both brands is the demonstration execution. This particular execution clearly demonstrates of what the product does, how it works, or how special product usage can be used universally. As this execution is the most common used to feature significant product attribute, the prospect consumers could possibly perceive how the Cola soft drink could refresh their lives. Other important messages such as descriptive information of new products is efficiently signified by this execution as well. For example, the "Big 15 oz. #1" (1990) commercial of Coca-Cola elaborately exhibits how people can pleasantly enjoy the new size product. And as the new product offers the great value for money cost, which consumers could pay addition one baht to remarkably receive one and half more amount of Coca-Cola, the commercial clearly demonstrates scenes of people take out one baht coin to purchase the product. The commercial also spectacularly shows place and how people could experience the refreshing taste of Coca-Cola. On the other hand, Pepsi splendidly uses this demonstration execution to announce its new identity change. Pepsi creates 8 of its commercials with this demonstration execution in 1996, "Change 1" – "Change 8" to clearly signify the new electric blue identity color. The commercials excitingly shows numerous objects are changing into the blue color such as watermelon, and a dog to dramatize as well as symbolize the Pepsi's new compelling blue. Some presenters are also holding signage which noticeably written about the identity change. At the end scenes, all consumers are clearly informed of the new change when the previous Pepsi's caps, can, and bottles are strikingly replaced by the new one.

This demonstration execution style is very helpful for both Cola brands to keep their consumers informed of the new product availability as well as truly see for themselves of how the product could efficiently work for them. This execution is considered as one of the hard-sell approach to directly deliver the important message to the consumers without sentiment story line or emotional music score. The consumers would easily recognize the informative concept, which the brands are trying to convey.

2.7 Appeal

As an advertising appeal is the approach used to attract consumers' attention as well as to influence consumers' feeling toward the product, both Coca-Cola and Pepsi elaborately create their television commercials to splendidly move people and excite their interest. Since Cola soft drink is a product with no unique product attribute, one of the most appropriated ways to successfully gain favor from consumers is to stimulate the prospect consumers to develop positive attitude towards the brands. Both brands have to develop the compelling commercials, which efficiently generate sentimental bonding between the brands and consumers. It is because when the brands become more than typical beverage in consumers' perception, consumers are likely to signify the brands as friends who truly understand what their needs are. As a result, both Coca-Cola and Pepsi frequently employ the emotional appeals to efficiently relate the brands with the consumers' social or psychological needs. There are number of consumers who consider emotion as their purchase decision, especially for Cola soft drink product which all brands share the similar attribute. When there is no significant product feature to distinguish one brand from another, consumers turn to recognize the brand, which sentimentally relates or appeals to their emotion as the choice. For these specific target groups, their feelings about a brand can be more important than knowledge of its features or attributes. Therefore Coca-Cola and Pepsi believe that creating a commercial that directly appeal to consumers' emotions works better as their brands are not significantly different from other competing brands. The emotional appeals can be employed in several creative strategy approaches with various mood and tone, and diverse story line. As a result, the commercials with humorous, exciting, upbeat, entertaining, and arousing story lines are all created with the emotional appeals. The emotional appeals definitely help to efficiently register the commercials

in the minds of the consumers. Coca-Cola and Pepsi usually use emotional appeals with ambition that the positive feeling the commercials generate will splendidly transfer to the brand. They believe the positive feeling created through the emotional commercials can have a favorable effect on consumers' evaluation of a product. Therefore both Coca-Cola and Pepsi occupy the emotional appeals to enhance their image as cordial beverage by frequently creating television commercials with sentimental and animate story line and touching music score. As Coca-Cola and Pepsi repeatedly design their commercials to emphasize on concept of friend, children, family, happy moment, joyous situation, and romantic relationship, the emotional appeal is strikingly reinforced.

2.8 Strategy source

Usually as both Cola soft drinks are the world's famous brands, they have to carefully maintain the consistent image and advertising strategy throughout the world. They have to employ standardized positioning to maintain uniform brand perception among prospect consumers. In order to protect their worldwide brand identity, Pepsi and Coca-Cola homogeneously employ steady logotype, registered trademark, and corporate color. Although the logotype may be locally adapted to generate greater literary understanding, the similar typeface design is remarkably composed.

The head offices in the United States play powerful role to direct global strategy source in advertising campaigns for both brands. As a result, both Coca-Cola and Pepsi companies in Thailand are limited to specially produce television commercials for specific targets. Both of them frequently feature the commercials, which originally created from the head offices. Only some special occasions such as promotion, or new product launch would allow Pepsi and Coca-Cola to splendidly initiate their local creative strategy. As a result, the global creative strategy source is the most frequently employed strategy source for both brands.

However there are also large numbers of television commercials, which remarkably employ the local creative strategy source. Pepsi has greater opportunity to experience this particular strategy source because there are various special circumstances happening during

the 15 years. For example, in 1996 when Pepsi introduces the new corporate identity change, there are 8 locally initiated creative strategy television commercials to signify the spectacular event. When Pepsi attempts to promote its consumers to develop a new consumption behavior by inducing the consumers to pleasantly drink Pepsi with fast food meal in 1988, there is 4 television commercial with local creative strategy to dramatize the magnificent campaign. As one of Pepsi's main emphasis is to endorse famous superstars to attract young targets, several local celebrities such as Anchalee, and Chaliang band are featured in the local creative strategy commercials.

Although Coca-Cola has less television commercials with local creative strategy, all of them powerfully gain tremendous appreciation from consumers. Coca-Cola also endorses the most popular local stars such as Assanee, Mos, and Carabaw band to specifically attract local young consumers. Number of its local creative strategy commercials are developed under the campaign to strikingly encourage Thai people to be supportive for Thai athlete team in several international sport competitions such as the Asian Game in 1990 and the Sea Game in 1995. "For Thailand" (1991) commercial, one of Coca-Cola's award winning television commercial which remarkably employs local creative strategy is among Coca-Cola's social contribution advertising campaigns which gloriously promote young people to be responsible for the nation's future.

2.9 Brand personality

One of the elements, which both Cola brands must pay important attention because it can supportively strengthen brand positioning, is the brand personality reflected in the television commercials. As brand personality is similar to human personality because it is distinctive and enduring, with an appropriated brand personality, consumers could likely to relate very intensely to a particular brand. The brand personality can efficiently help brand strategies by enriching understanding of people's perceptions of and attitudes toward the brand. As a result, it is essential for both Coca-Cola and Pepsi to elaborately create the desired brand personality in all of their television commercials. The brand personality should be designed to be consistent with

the positioning as well. It is because both brand personality and brand positioning would significantly support each other to generate the most powerful brand in consumers' perception.

2.9.A Brand personality of Coca-Cola

As Coca-Cola positions itself as a caring friend who always provides happiness and refreshment as well as truly concerns about social contribution, encouraging personality is Coca-Cola's most frequently employed personality in its television commercials. The encouraging personality becomes the most frequently employed personality because it is usually reflected through numerous of Coca-Cola's commercials, which strikingly dramatize its willingness to be supportive for Thai people. As Coca-Cola repeatedly produces the commercials to inspire young people and Thai athlete team to gloriously achieve their goals, the encouraging personality is compellingly reinforced. With this personality, consumers are enhanced to no longer perceive Coca-Cola as a typical beverage but as a sincere friend who always provides the distinguished aspiration for the sake of the nation.

Significant numbers of Coca-Cola's personalities are dramatized through the self-expression model, which compellingly stimulate consumers to perceive a brand as vehicle to express their self-identity, and lifestyles. With the self-expression model, consumers are given the opportunity to look for a brand whose cultural meaning corresponds to the person they are or want to become.

Almost of Coca-Cola's brand personalities are highlighted through the executional elements approach. With this executional element approach, elements such as the choices of music, visual direction, pace and nature of edition, and color scheme used all contribute substantially to a brand's personality.

2.9.B Brand personality of Pepsi

As Pepsi remarkably positions itself as an innovative and energetic beverage for young modernized people who live an ultimate trendy lifestyles, the popular personality is Pepsi's most frequently employed personality in its television commercials. The popular personality becomes the most frequently employed personality because it is usually reflected through numerous of Pepsi's commercials, which compellingly endorse the famous dynamic superstars to attract prospect young targets. As Pepsi repeatedly features the leading celebrities in its commercials, the popular personality is splendidly reinforced. With this personality, consumers are enhanced to perceive the brand as stylish beverage for active and modernized young people.

Significant numbers of Pepsi's personalities are dramatized through the self-expression model, which compellingly stimulate consumers to perceive a brand as vehicle to express their self-identity, and lifestyles. With the self-expression model, consumers are given the opportunity to look for a brand whose cultural meaning corresponds to the person they are or want to become.

Almost of Pepsi's brand personalities are highlighted through the executional elements approach. With this executional elements approach, elements such as the choice of music, visual direction, pace and nature of edition, and color scheme used all contribute substantially to a brand's personality.

2.10 Slogan

Throughout the 15 years, Coca-Cola and Pepsi have employed several different slogans in their television commercials. Some are locally created to meet lifestyles and behavior of specific native people.

2.10.A Coca-Cola's slogan

Coca-Cola elaborately designs its slogans to reinforce its positioning as being a caring beverage to generate the ultimate happiness for all people. These slogans stimulate the prospect consumers to develop emotional bonding as well as consider Coca-Cola as their only

one choice. During 15 years period, the longest occupied slogan in Thailand of Coca-Cola is "Coke is it!" This is a global slogan which is popularly used worldwide to reassure that Coca-Cola is the definite refreshing beverage which efficiently brightens up people's lives.

- 1982 : Share Coke...share smile.
 ส่งโค้กส่งยิ้ม
- 1982 : Coke is suitable for all meals.
 โค้กเหมาะทุกมื้อ
- 1983 : Coke is it!
 ต้องโค้กซิ
- 1990 : Share Coke...share happiness.
 ส่งโค้กส่งความสุข
- 1992 : Coke loves you.
 โค้กรักคุณ
- 1993 : Always Coca-Cola.
 อย่างไรก็โค้ก

2.10.B Pepsi's slogan

Pepsi compellingly creates its slogans to strengthen its positioning as being an energetic beverage for the modernized trendy people. The slogans powerfully signify an upbeat image of Pepsi as well as strikingly induce young targets to fulfill their festive live by drinking Pepsi. Pepsi's longest employed slogan in Thailand is "The taste for new generation" which is compellingly initiated as a global slogan to promote young consumers to outdate the conservative Coca-Cola. To compete with the well-established brand as Coca-Cola, Pepsi has to shift its main target groups from general adults who are already Coca-Cola's brand loyalty to young energetic teenagers. As a result, Pepsi puts its heavy emphasis to achieve this objective through messages of its slogans and advertising campaigns. It also considers to replace the global slogan of "the taste for new generation" which already strengthens its modernized image to the "Generation Next" which strikingly dramatizes Pepsi as a progressive and active brand.

- 1982 : Let's drink Pepsi.
ดื่มเป๊ปซี่กันซิเรา
- 1982 : The most delighted moment...drink Pepsi for joyous refreshment.
ดีที่สุดในวันนี้ ดื่มเป๊ปซี่ชื่นน้ำใจ
- 1985 : The taste for new generation.
รสชาติของคนรุ่นใหม่
- 1990 : The world of love and happiness.
โลกแห่งความรักและความสุข
- 1991 : The taste of new generation.
เท่เหลือเฟือ
- 1997 : Finally...Pepsi is always a choice.
ที่สุดแล้ว ก็เป๊ปซี่
- 1997 : Generation Next.
เจเนอเรชั่นเน็กซ์

2.11 Brand reminding devices

Both Pepsi and Coca-Cola frequently employ numerous devices in their television commercials to visually remind the target consumers of the brands. These devices will supportively reinforce brand positioning as well as generate brand personality within the limited duration of the commercials. The greater brand reminding devices are included, the greater opportunity consumers can relate themselves to the brand while watching the commercials. For example Coca-Cola usually features props or wardrobes in its red and white identity color. While other obvious devices such as Coca-Cola cart, truck and signage are included for clearer and quicker identification as well. In similar, Pepsi also employs the coincident approach by featuring these devices in its blue identity color.