

ADVERTISEMENT ANALYSIS: "LAMP"

1. What is the medium of this advertisement?
2. Who produced this advertisement?
3. When did this advertisement come out? (Look up on Wikipedia.)
4. What country was this ad distributed in? (Look up on Wikipedia.)
5. Where would people have originally seen this advertisement? (Look up on Wikipedia.)
6. Based on what you now know from #1-5, what kind of audience would you assume this ad is ideally targeted at? (Explain your reasoning for each category.)
 - a. Age? _____
 - b. Gender? _____
 - c. Economic Class? _____
 - d. Race/Ethnicity? _____
 - e. Education level? _____
 - f. Geography? (Urban, Suburban, Rural?) _____
7. What types of people would *not* be likely to see this ad when it first came out?

8. The purpose of any advertisement is to persuade us to buy something or shop somewhere. So what is this ad trying to persuade us to do? What is its ultimate goal?
9. How does this ad make us sympathize with the old lamp?
 - a. *Visual*: What do you notice about the camera angles? Why did the director shoot it this way?
 - b. *Visual*: Describe the old lamp. Why do you think they chose this particular lamp? How does it contrast with the new lamp?
 - c. *Visual*: What other visual elements encourage you to sympathize with the lamp? (i.e. setting, lighting, atmosphere...?)
 - d. *Aural*: Describe the background music. What effect does it have?
10. Why does the ad want to make us feel sorry for the lamp, and then immediately undermine our feelings for the lamp? What's the point of doing that?
11. How would you describe the guy at the end of the ad (appearance, voice, personality)? Why do you think they cast this guy for the ad? Why did they have him speak directly to the audience? What is the overall effect?

12. What do you think this commercial is trying to show us about ourselves? How does that help the ad achieve its goal (from Question #8)?

13. How do you feel about IKEA after seeing this commercial?

14. Many arguments, especially advertisements, rely on accepted cultural values to persuade. These cultural values can usually be expressed with the formula “The ideal X should be/do/have Y.” For example: “The ideal man should drink with his buddies,” “The ideal mother should do her family’s laundry,” “The ideal athlete should have good shoes.”)

What kind of cultural values does this ad rely on to persuade you? (Come up with as many variations as possible.)

a. The ideal furniture owner should be/do/have _____?

b. The ideal lamp (or furniture) should be _____?

c. The ideal _____ should be/do/have _____?

15. How does the ad campaign’s slogan, “Unböring,” relate to the content of the ad? What does that slogan make you think/feel when you see it come up at the end of the ad?

16. Why wouldn't this ad have worked as well in any other medium (i.e. as a banner ad on a website)? What would have been lost?
17. When we consume an advertisement like this, we can choose to *accommodate* it (i.e. accept its assumptions), *resist* it (i.e. reject its assumptions) or *negotiate* it (i.e. accept some of its assumptions, but remember there are possible exceptions or downsides.)
- a. Can you think of a potential exception or downside to this ad's underlying argument?
18. Does this ad effectively communicate its message? I don't mean just "is it entertaining," but rather, does it actually fulfill its intended goal? Why or why not?