

## 100 years of Coca Cola Ad Analysis

### Celebrity

This coca cola ad uses Marilyn Monroe as a celebrity influence. When the reader first sees the image of reads the name, they are automatically engaged because of her reputation and lasting fame. Utilising her as part of the ad almost presents the idea that coca cola gets you closer to being like her, which for many can be enticing.

### Association

The way in which she is dressed and positioned presents a lavish lifestyle. She has her hair done, diamond necklace, sequinned dress, high heels and bracelets. This associates the brand coca cola and their product to a life well lived. It depicts the possibility that drinking coca cola will add utility to your life and make it as interesting/exciting as hers.

### Composition

The composition of the advertisement has a very prominent colour scheme. Coca Cola is linked closely to the colour red, so even Marilyn's dress is red in colour. It subconsciously reinforces the link between red and the brand coca cola. The white is also a good contrast in terms of design.

### Signature

The coca cola logo of the bottle is very common. This can also bring in brand loyalty because many people drink coca cola as their choice of drink. Using the logo help put the whole ad in context as the coca cola bottle is not very clear in the photo, the logo makes it clear what the product is.

### Typography

The placing of the text in the centre brings a lot of attention to it. Compared to any other text, the word "Marilyn" is much larger. It once again draws attention to the use of a celebrity. The difference between "I've kissed" and "Marilyn" shows that the attention is focused on the idea of being with someone, but in this case having 'kissed' Marilyn.

### Copy and Allusion

The copy at the bottom says "100 years of the coca cola bottle". This reinforces the fact that you have "kissed Marilyn" because coca cola bottles have been a long for so long that they were also part of her era. The copy alludes to this idea that coca cola has been prominent even in a different time.

