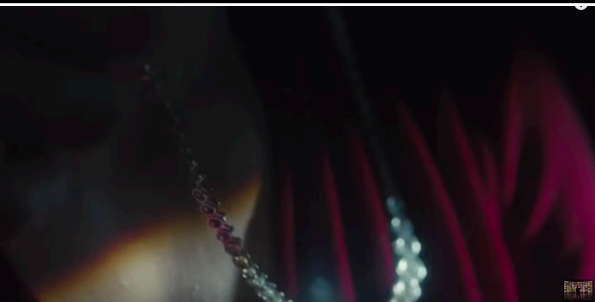




The shot of the car with nature in the background sells the idea of freedom with the car, as if being that product transports you elsewhere. The lighting in the close up brings in the feeling of enlightenment being enhanced, depicting that the car can transform almost your 'aura' as a person. This makes us question how much value humans put on materials seeing as ads can convince us that even a mode of transport can change the way we are perceived and our status.

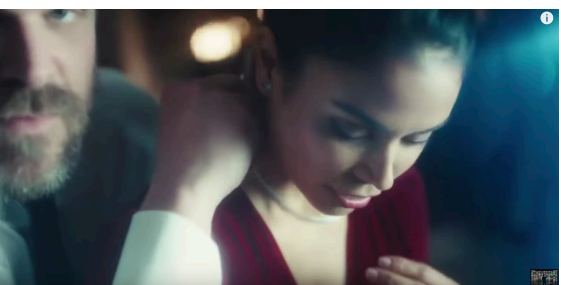


I think as a society we have placed certain items to certain milestones in a relationship. Obviously this varies from culture to culture. A ring is usually associated with marriage, a diamond is seen as a symbol that you 'truly love' someone. Once again it makes us step back and question how we prioritise our relationship. Are we subconsciously more likely to favour someone that buys us things or can we find it in our nature to hold on to emotionally helpful people?



The zooming in on the jewellery specifically helps centre the ad a little further and indicate to viewers what they should be keeping an eye on throughout the advertisement.

The idea of using a man and a woman plays to the idea that jewellery is used to define milestones in ones relationship. Often the couple is seen in acts of love or intimacy to show the jewellery as part of it.



A lot of ads that sell casual drinks and beverages place the audience in the perspective of a phone, as if they can see the recording to enhance the idea that the product creates a fun environment that needs to be recorded. The idea of having friends as well could emphasise that conforming to this product makes you part of a wider circle. This makes me wonder whether advertising companies manipulate our need for validation and offer us a chance to be "accepted" which also warps how we judge people, on materials rather than personality.

