

Company 1: Mazda

a. Product + Links Product: Mazda CX-50 SUV

Website: <https://www.mazdausa.com>

Commercial: <https://www.ispot.tv/ad/BT6w/mazda-more-to-move-you-sales-event-cx-50-and-cx-5-t2>

b. Description of the Commercial The Mazda CX-5 commercial focuses heavily on adventure and driving experience. It shows the vehicle going through outdoor environments like dirt roads and mountains, which makes it feel rugged but still premium. The visuals are very clean and cinematic, and the music adds to the feeling of freedom and control. The main message is that the car is both capable and enjoyable to drive.

c. Website Mention The commercial does not strongly emphasize the website, but I think including it would be helpful. Most people will want more details like pricing, features, and availability, which are only found online.

d. Integration of Advertising The website matches the commercial really well. It highlights the same features like performance, design, and outdoor capability. The commercial creates interest, and the website provides the detailed information needed to actually make a purchase. Yes, the vehicle can be explored and configured online, which makes the marketing effective.

Company 2: Burger King

a. Product + Links Product: Whopper Website: <https://www.bk.com>

Commercial: <https://www.ispot.tv/ad/Bxg6/burger-king-whopper-wednesday-rewind>

b. Description of the Commercial The Burger King commercial focuses on the Whopper and emphasizes flame-grilling and fresh ingredients. It uses close-up shots of the burger to make it look appealing and uses simple messaging to highlight taste and quality. The ad is straightforward but effective because it makes the food look really good.

c. Website Mention The website is not always directly mentioned, but I think it would be helpful since many people order online now. Adding the URL could encourage mobile orders or app downloads.

d. Integration of Advertising The website supports the commercial by allowing users to order the same product shown in the ad. It also includes deals and promotions that are not shown in the commercial. The commercial creates the craving, and the website makes it easy to act on it. Yes, I would consider buying it after seeing the ad, especially because it looks convenient to order online.