

1. What is the tagline used in the campaign?

The tagline in one ad is “Taste the feeling”. On that same ad is another tagline that is used, “Unbeatable Taste. That’s #GOLD”. On ad one there’s also the same tagline used, “Taste the feeling.”

2. Who is sponsoring these ads?

The Olympic Games is sponsoring both of these ads.

3. What is the benefit being sold or the main message of these two ads?

The purpose is to call attention to purchase and drink Coca Cola over other branded soft drinks. There’s a certain level of happiness and joyous tasting experience the consumer will have when drinking Coke.

4. Who is the target audience?

The target audience is athletes and any audience member invested in the Olympic Games.

5. How did you come to that conclusion? What elements (words, images, colors, typefaces, design layout, etc.) indicate the intended audience? Provide specific details.



There are colors of the rings representing the Olympics: red, blue, green, black and yellow. In the ad of the female athlete holding the Coke, there’s a hashtag tagline that says “That’s Gold” this is indicated to the gold medal in the Olympics. Two athletes are drinking out of Coca Cola bottles, and the Olympic Games represents sports and athletes as shown in the second ad. Both ads show the correct color coordination of the Olympic rings.

6. What elements help get the message across? How is the story or main point being communicated?

In the second ad there is nothing but two bright smiles from both athletes. There’s nothing but bright bold colors in both of these ads. The main point is being communicated through very strong visuals and taglines.

7. What indicates that these two ads are truly part of one campaign?

They both use the same tagline and heavily represent the Olympics. In “taste the feeling”

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