

Coca-Cola has been advertising its products on original topics since its founded. One of the examples would be the Brotherly Love advertisement which is aired in the Super Bowl. In the commercial, the main characters are two brothers, one older and one younger. Three main features are considered important when analyzing the commercial. Types of persuasion method, the ad's exterior features, which are camera's angle, visual and auditory background, slogans and logos, and the inner features that are characters, setting, message, and the ideologies are the main features in this advertisement.

The persuasion methods which is mainly seen throughout the commercial are pathos and ethos. The relationship between elder brother and younger brother can be given as an example of pathos. In the ad, the younger brother is a skinny, slim, fragile boy who can't defend himself, and his elder brother teases him rather than behaving like a brother. From the beginning, the elder brother teases him when, the younger one is playing games, or the older one puts obstacles when the younger brother is doing something. Amid the commercial, the older brother doesn't put the umbrella upon the younger one because he is snappish and annoying. However, the younger brother doesn't put his guard down and doesn't tell his parents about it. The audience may see the older brother bullying and harassing the younger brother. At the end, when the younger brother was bullied, and his peers took his Coke, the older brother steps in and scares them off. The elder brother's behaviour evokes empathy in the audience and refers that the brother is loving and caring about his young brother. Also, in the end, when scaring the bullies, using the older brother's age as an authoritative thing indicated ethos in the advertisement.

The camera's angle, visual techniques, auditory background, slogans, and logos add details to the commercial. For instance, when the appealing incidents show up, the camera zooms into the character's facial expressions. In the end, the camera zoomed the bully incident, and after scaring them away, it showed the older brother's facial expressions, which were his desire to drink and his sharing with his younger brother. Also, the visual techniques used in the ad have connotations regarding other beverage brands. Pepsi is the biggest rival to Coca-Cola in that industry, and the bad and improper behaviours are shown under the blue colour, which is Pepsi's brand colour. For example, at the beginning of the ad, while the younger brother is playing a game, the older brother teases him, and while teasing him, the colour of their clothes was red for the younger brother and blue for the older

one. Also, when there is a conflict between the younger brother and older brother, their clothes' colour becomes the opposite: the younger one is red, and the elder one is blue. It shows that Pepsi and Coca-Cola are in rivalry. Moreover, in the end, the bullies were wearing a blue colour the same as Pepsi's brand colour, and the elder brother who scares them off is wearing red colour. The bad behaviours are connoted with their rival, Pepsi, and the good things are denoted for Coca-Cola. The auditory background is mainly made up of the song "Hey Brother," composed by Avicii. The song contains meaningful nuances to the relationship between younger brother and older brother. For example, in the song, it is mentioned, "What if I'm far from home?/ Brother I will help you all." (Bergling & Fakir, 2013). It evokes a feeling in the audience that the older brother will never leave and help the younger brother at all times. This verse was emphasized more in the ending part, where the older brother scares away the bullies. Also, the commercial included some background sounds to emphasize the setting and the product. For example, in the beginning, there is a sound of video games when the younger brother is playing video games. Also, there is a sound of rain when the older brother left the younger one without an umbrella. This behaviour exemplifies the emphasis of the setting even the other background sounds are going on. Moreover, the product is mentioned and advertised in the clinging sound of coke bottles throughout the commercial. As a slogan, it indicates "Taste the Feeling," and the coca cola logo is used at the end for the logo.

The setting, audience, ideologies are important features in this commercial. By judging from the video games and the glass coke bottles, the commercial takes place in the past, and by looking at the house and the clothes, the story takes in an average middle-class family, between two brothers, one is older, and the other one is younger. The target audience for this commercial is females and males between 17 and 60 years old. The ideologies that are represented in this commercial are sibling love despite the fights between them. Coca-Cola conveys a message that the company is not just about selling sodas but also mending and repairing relationships between siblings and friends. Coca-Cola gives people a sincere and familiar feeling rather than being a brand name.

To conclude, this commercial is a multi-featured story with a powerful message to convey and advertise their product. The persuasion types, the visual and auditory techniques used in the ad, slogan and logos are the important features that are observed. Also, the setting, ideologies and the message are the significant features indicated in the meaning.

## References

Coca-Cola. (2016). *Brotherly Love* [Television Commercial]. United States.

Bergling & Fakir (Composer). (2013). Hey Brother [Recorded by Tim Bergling]. On *True* album. PRMD,

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