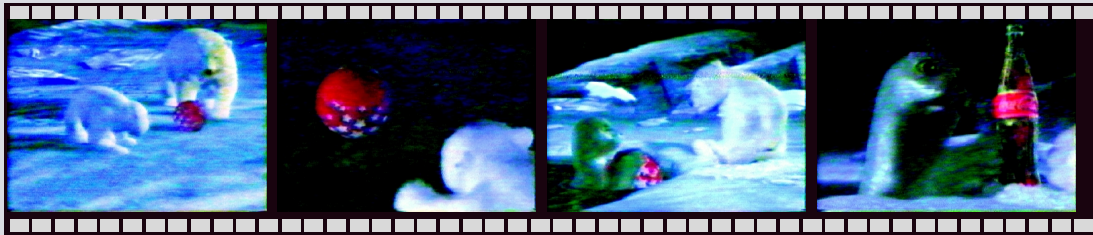


**Coca Cola**

**Approach:** One to one

**Level:** Year 4 and year 8

**Resources:** Videotape containing two TV commercials promoting Coca-Cola.



Young bear loses ball. Seal rescues ball and is rewarded with a bottle of coke.  
 Teenager dreams of fame on the stage. When famous it is Coke that is drunk in the breaks.



**Questions/instructions**

We are going to watch two TV commercials about Coke, then I will ask you what you think about them.

**Show video (both commercials)**

1. Why do you think there are two different commercials for Coke, one with polar bears and seals, and the other with pop and rock music?  
*Prompt: What do you mean by that?*

2. Who do you think would most like to watch the polar bear commercial for Coke?  
*Prompt: Who else? What kind of people?*

3. Who do you think would like to watch the pop and rock commercial for Coke?  
*Prompt: Who else? What kind of people?*

*Key concept is appealing to different markets to promote sales.*

**Quality of explanation:**

clearly articulated with appropriate examples 5 7

good ideas but not fully developed 37 46

on right track but vague 40 43

**YEAR 8 ONLY**

very limited 18 4

4. Why might the polar bear commercial make them want to buy Coke?

*Prompt: What techniques have the advertisers used in the commercial to try to get people to want to buy Coke?*

range of good ideas with examples - 5

good ideas, partially developed - 27

on right track but vague - 45

very limited - 23

5. Why might the pop and rock commercial make them want to buy Coke?

*Prompt: What techniques have the advertisers used in the commercial to try to get people to want to buy Coke?*

range of good ideas with examples - 5

good ideas, partially developed - 28

on right track but vague - 54

very limited - 13

6. Why didn't the advertisers tell us more about Coke in these two commercials?

good explanation - 8

some good ideas - 49

very limited - 43

**YEAR 4 AND YEAR 8**

7. Do you think one of these commercials is more likely than the other to get people to want to buy Coke?

Which one?

Why do you say that?

**Commercial chosen:** Rock & Pop 16 30

Polar bear 64 37

both 13 29

no choice 7 4

**Commentary**

Students were asked to discuss the impact of two alternative commercials for a product to see if they could explain how they were designed for particular markets. Year 4 students were not asked questions 4, 5 or 6. The results for questions 7 and 8 clearly show how different commercials appeal to different markets.