

**NAME OF
PRODUCT:**

Doritos

**SUPER
BOWL 50**

Doritos Dogs Commercial 2016

By: Holly Siu 1B



MANY FLAVORS, ONE RESULT
SATISFACTION



Demographic:

Targeted audience by age, gender, ethnicity, region, income, etc.

Rich or poor, Doritos are ALWAYS a good buy!

Kids, Teens, and Adults!
For Anybody, Anything, Anywhere!



Struggler: Strugglers live for today. They see themselves as victims of the system. They have few tangible resources but often have physical skills. Strugglers are often heavy consumers of alcohol, junk food and lotteries. They choose brands that seem to promise an escape—even if only temporary—from their lives. Motivation: ESCAPE*



PSYCHOGRAPHIC:

Description of target audience based on their psychological characteristics (7 types of groups). Includes values, attitudes, and lifestyle.



In the Doritos Dogs commercial, the 3 dogs struggle to get what they want. No dogs are allowed in that store. They had been victims of that rule, but they beat the system. They found a way to get in and get what they want (Doritos). Doritos is shown to be so good, that the dogs go through extraordinary measures to get them, even when they were prevented.

PROPAGANDA TECHNIQUES:

Methods and approaches used to spread ideas that further a cause: Manipulate and Persuade



Plain Folks:

Everyday people. Relatable things average people do.



IN THE DORITOS DOGS COMMERCIAL, PEOPLE ARE SHOPPING FOR FOOD LIKE NORMAL. YOU WILL SEE AVERAGE PEOPLE DOING THEIR NORMAL SHOPPING. 3 DOGS HAVE BEEN TRYING TO GET IN THE STORE TO FETCH SOME BAGS OF DORITOS, BUT THERE IS ALWAYS THE SAME EMPLOYEE WHO STOPS THEM. THEY FINALLY GET AN IDEA OF HOW TO "BLEND" IN WITH THE REST OF THE PEOPLE. THEN LIKE NORMAL SHOPPERS, THEY GET THEIR DORITOS AND EXIT WITHOUT BEING STOPPED.

ANALYSIS:

Primary appeal

Pathos:

Emotional appeal. Plays on emotions and desires.

Appeals to dog lovers and some people who think some rules are "dumb"

MORNING, DAY, OR NIGHT, DORITOS ARE ALWAYS GOING TO BE A DELICIOUS AND QUICK SNACK TO MUNCH ON. IT APPEALS TO ANYBODY AT ANY GIVEN TIME! WHO DOESN'T LIKE CHIPS? THE ADVERTISEMENT ITSELF WAS VERY CREATIVE AND WELL REMEMBERED, ESPECIALLY WITH THE DOGS!

Crunchy,
Delicious, Bursts
With Flavor!

EVALUATION:

I thought that the Doritos Dogs commercial was very effective. It's kind of funny, right when that commercial was over, I distinctly remember grabbing a big bag of Doritos. Had I not been watching, who knows if I would have gone for that snack. Anyways, I am a huge dog lover! When I first saw the 3 dogs, I thought they were super cute! And as the commercial went on, I started to "root" for the dogs and for them to get what they wanted. In this case it was... DORITOS! The commercial itself was very funny, creative, cute, and memorable. Doritos are many people's favorite snacks. They are very appealing, easy for a grab-and-go snack, and very tasty!



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