**Techniques behind the ‘Coke’ ads**



**ANNOTATIONS**

1. Choose at least 6 of the advertisements located on the website (at least ONE video)
2. Annotate and explain how you think coca cola have used the following features in their design to reflect or attract the target market:
* Layout/layering- What is in the forefront and behind the image which stand out the most
* Character/Person
* Colours used and why
* Themes
* Icons- Significant objects
* Unique selling point (USP)

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| --- | --- | --- | --- | --- | --- |
| **Advertisement** | **Characters** | **Colours** | **Themes** | **Icons** | **USP** |
| 1 – (Include Description) |  |  |  |  |  |

1. In a paragraph evaluate why you think Coca Cola has been such a successful company in promoting its products.