



Introduction to the advertisement

The ad shows a situation where a little child enters a shop and asks the cashier (probably the store's owner) for a bar of chocolate to give to her mother.

But she doesn't really have the money for it so she tries to buy it with some buttons and a unicorn figurine.

The cashier is moved by that, so then he feels empathy for her and made it on the house (he just takes the buttons and not the unicorn figurine because he understands how important it is for her).



What words or images are used to provoke an emotion in the public's eyes?

The images that were used are the following:

- The child's image as an innocent person trying to buy chocolate for her mother while she makes a phone call brings a lot of empathy both in the public and in the cashier
- The buttons and the unicorn's figurine image makes us feel guilty towards her
- The hug that the child gave to her mother in the end made all of us feel more happy and satisfied

What's the main claim? What is it supported by?

The main message is that chocolate brings satisfaction and happiness and that is supported by the fact that the majority of us believes that (making that a massively diffused belief and opinion).

Also, there barely are information about the product shown: the price isn't mentioned, the only thing that we know is that it's milk chocolate.



Is the speech beautiful, rhythmic or musical enough to enchant the listener?

In the advertisement we don't have a proper speech: just a few words that are actually enough to enchant and move the public's souls.

We're emotionally involved especially when the little girl speaks up and asks for some chocolate for her mother.

People's thoughts about this spot:



@rogerhoward7498 1 anno fa



This is one of the most 'Beautiful' British Television Adverts, I have seen with a young child in our modern, British-contemporary era. Great British Television acting by children is not ALL about acting childish, but acting human.

This child gives a 100% acting performance in this commercial as a very 'Human' young child. This is what makes this television advert so special, and so very unforgettable.



19



Rispondi



@j24601valjean 1 anno fa



I'm not usually one to be swayed by advertisements but this one plucked on my heart strings!



8



Rispondi



People are really moved by this ad the the comments under the video are mostly positive and praising. This means that the advertisement was a success!