

Marketing Assignment: The Evolution of Advertising Post-Tragedy

Objective:

To understand and analyze how advertising strategies shift after a significant societal tragedy, with a focus on the aftermath of the 9/11 terrorist attacks.

Instructions:

Research & View Commercials:

Watch the following three of the following commercials that aired shortly after the events of September 11, 2001:

▶ State Farm Commercial Never Forgotten 9/11

Visa Broadway Commercial <https://youtu.be/75RxWo2E5cE?si=6mQKefXtkBrsJUfp>

▶ American Airlines Post 9-11 Ad Campaign (Part 1)

▶ Freedom from the AD council after 9/11

Analysis & Reflection:

For each commercial, answer the following questions:

a. Content & Tone:

Describe the content and overall tone of the commercial.

How does the commercial differ from typical ads you might see today or before 9/11?

b. Sensitivity & Empathy:

Does the commercial convey sensitivity to the events of 9/11? If so, how?

How does the brand demonstrate empathy towards its audience and the broader society?

c. Marketing Strategy:

What marketing strategy can you infer from the commercial?

How do you think the brand intended the commercial to resonate with viewers in light of the tragedy?

d. Effectiveness & Impact:

In your opinion, was the commercial effective in achieving its goal? Why or why not?

Do you think it helped or harmed the brand's image? Explain.

Comparison:

After analyzing all three commercials:

Compare and contrast the approaches each brand took in their post-9/11 commercials.

Discuss any common themes or strategies you observed.

Reflection on Current Events:

Think about a recent tragedy or significant event. How have brands adjusted their advertising in response to it?

Provide at least one example of a commercial or advertising campaign. Evaluate its effectiveness in addressing the event while still promoting the brand.