Hi Professor,

In lecture today, we talked about how ads can use self-deprecation to win their viewers with humour. By poking fun at themselves, they show that they understand the viewer’s cynicism for traditional advertising methods used to promote products and how cliché and repetitive they can be. We talked about a good example of this type of commercial in my advertising and communication class. It is a commercial by Sprite which uses a fictional drink called “Jooky” to parody the typical clichés used in commercials for beverages.

http://www.youtube.com/watch?v=CaFR6PC820c

In this commercial, young people are enjoying a nice, hot day on the beach. They are drinking Jooky and partying it up. The beach scene then cuts to two guys who are watching this commercial on tv. When they open their Jooky drinks, they expect a nice warm beach party like the one in the commercial, but of course, that doesn’t happen. One of the guys then says “I think mine’s broken.” The commercial is poking fun at how beverage commercials convince viewers they are going to have such a great time drinking their products, but Sprite itself (and other Coca-Cola products) has probably used the same techniques in other commercials.

At the end of class, we started to talk a little about cultural jamming. Cultural jamming can be similar to self-deprecating ads, but they serve a completely different purpose. Self-deprecating ads are made by the company itself and mock themselves to appeal to viewers to make them buy their products. Cultural jamming, on the other hand, is done by activist groups who want to undermine the marketing of big corporations and spread awareness of any unethical things they do. They do this by mocking the corporation’s marketing, or through hoaxes. Some examples of culture jamming are “China Direct” which refers to how all of Wal-Mart’s products are imported from China, and “Joe Chemo” which makes fun of smoking mascot Joe the Camel by giving him cancer.

sent in by Iqbal S. in MGD415 in Feb 2011