The main characteristics that we have as humans is to communicate, but our way of communication is not only by basic speaking. Humans have a multiple variety of communication skills and one of them is achieved using advertisements. The main goal of every advertisement is to communicate a specific information to the public being this a warning advertisement or a brand advertisement. It can be considered as a non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. The commercial that I will be presenting and analyzing is a very nice example of a typical ad that wants to catch the attention of the public. The Ad is about Galaxy S10 which will be released in the market by Samsung company. As we know today smartphones are used by everyone including children of early ages and this advertisement tends to include all the ages as a way to show that this new phone released by the company will make the life much easier and fun for everyone. It is the future.

Going into the details of the ad we could easily see that the new phone released can be an easy tool for everyone and everywhere. The ad starts showing a little girl between the age of 3 and 4 that is playing around the house with a little bicycle and singing at the same time the same song that is in the background of the ad and out of nowhere in one of the glass facades of the house her favorite cartoons show up in different colors. The feeling that the little girl has is happiness and right after we see her happy, we see on her back pack next to her color pens the new galaxy S10. To continue with a new designer using the new product as an easy way to do his job and not only easy but also much more helpful in expressing his ideas. This young man is also singing with the background song. The ad continues showing a tattoo designer working in a new design in the tablet S10 and at the same time having the command over a machine that makes tattoos. The machine is drawing the tattoo that he is designing over the shoulder of a young lady. This view is followed by showing a message that came to
another lady followed by a pregnant woman that could see the X-ray of her child by putting an extension to the new galaxy S10 at any time. To end the ad by showing a group of people entering a fantasy world where they could be the character they wanted and fight against different creatures and fighting the evil. This could be possible only by using the new phone. In the last minutes of the ad there are two slogans shown: “What we create today lets you create the future.” (“Samsung Galaxy- The Future” 00:51) “Do what you can’t.” (“Samsung Galaxy- The Future” 00:57)

When we see the ad from another perspective, we can understand that the main purpose of the ad is to show that happiness is related closely with this product. From the beginning we see the happiness in a child’s eyes and it was possible only by the new galaxy. At the same time, we can say that for every new designer having a new way to design in a much better way is something that can bring great happiness. Another happiness that people can feel is the arrival of a child and the process of waiting for that to happen. Easily this is shown with the happiness of the pregnant women being able to see her baby by using the new phone. And the last part is the dreaming world or better said the idea of living into another fantasy world where we could be able to be called heroes for saving the world.

In the end we have the two slogans. Talking about the first one we can say that the idea of it is closely related with all what was shown into the video that the creation and the usage of this new phone will make the future much easier and happier than the present. And the last slogan that is also what ends the video is closely related with the idea of the whole company Samsung. As we know usually the companies have a slogan that represents the company’s moto and the idea after the creation and the quality of the work that is done there.

Another important element into the creation of the advertisements is the aesthetic part of it. The way how the people are represented, the colors used, the lightning and the clarity of the format of the video are very important elements. The actors where able to porter people’s everyday life in an
impressive way. Every actor represents a group age and relates it directly with the usage of the phone and the happiness that it will bring in their life. Also, we could say that the way that the people are captured is very well chosen. Everyone is captured during an activity none of them is directed to the camera. This also represents the fact that the product is open to the whole public and there are no differences in age profession or status. When we are talking about the general media used one of the main elements are the colors. Samsung is used to give very nice advertisements to the public and also in this one the colors used are pastel colors and they don’t make the ad boring but they keep the variety of movement of colors alive. If we focus on the lighting part, I can add that the lighting also is perfectly positioned. It doesn’t come directly into the main point but it is actually positioned into the peoples face more. This technique is used in order to show that the most important thing is the people and this new creation help them. At last the format used, as before Samsung always tend to use the best format for their ads and in this advertisement, it is not different. The video is in HD and with very high visual quality.

Personally, I would say that the advertisement is generally good. The main idea after it is very clear and anyone can easily understand the reason why this advertisement is made even though there are no words or no conversation made. Also, I would like to add the part that I like the most about this advertisement is the song. They got a very interesting detail that usually we don’t understand directly but unconsciously we understand the reason of the ad by it. The song and the people’s action are closely related. If you focus on understanding the song and watching the actions of the people at the same time you can easily reach in a point that everything that is said in the song is actually illustrated by an everyday life action. This is a very interesting touch by Samsung and makes the ad not only easy to understand but also enjoyable at the same time. But there is one part missing in the ad that actually would have made it much better. The third generation is not represented in this ad and at one point it
can create the idea that this phone is not going to be used but the third generation. Excluding a
generation out of the advertisement may cause reaction to the public that may not be that supportive.

Overall, I would say that the advertisements are well done. The idea after it is very nice and the
information that the company wants to give is easily understood by everyone. Also, the media used for
this advertisement is perfect and it really gives you another sense and created the feeling of really
wanting this product to be part of your life. As we all know advertisements are a way to communicate
an idea or information to the public and in the end, I would say that this ad has clearly given the exact
information to the public in a very easy and enjoyable way. Samsung has just presented a new product
in a very high level of representation.
Works Cited