

5 Companies with Creative & Powerful Ads

1. Coca – Cola

The Coca-Cola logo is displayed in its signature red script font.

Coca-Cola was invented in the late 19th century and continues to dominate the food and drink industry today as the most popular soft drink in the world. Over the course of its long history Coke has been responsible for a host of memorable ad campaigns. Not everything has gone entirely to plan though, as the brand amusingly acknowledged this week with a clever reprisal of its flop 1985 New Coke campaign as part of a tie-in with Netflix hit Stranger Things.

Sample Advertisements of Coca - Cola

A. The Polar Bowl (2012)



The Coca-Cola polar bears have been a frequent feature in the brand's advertising campaigns since as early as 1993, but in 2012 they were the perfect vehicle for brand innovation. Coca-Cola landed a coveted spot during the Super Bowl XLVI half-time, yet was not limited by the parameters of the TV slot.

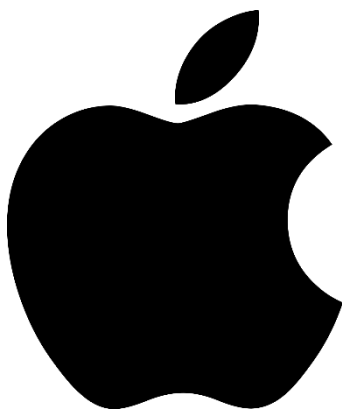
Instead its ad, which focused on a group of polar bears watching the game and taking part in their own version of football, extended its reach online. Understanding the prevalence of second screens for viewers of the Super Bowl that year, viewers were encouraged to visit www.CokePolarBowl.com where they could watch the polar bears react and interact with the game in real time. On top of this, marketers at Coca-Cola also staged a polar bears takeover of the brand's Twitter account.

B. 'Share a Coke' (2011)



First piloted in Australia to drive brand awareness among young consumers, Coca-Cola's 'Share a coke' ad campaign quickly grew to become one of the brand's most recognizable international drives. The campaign slogan was built upon Coca-Cola's long-cultivated image of being a brand rooted in friendship and bringing people together. The campaign kicked off with the simple activation of placing the most popular Australian names on Coke bottles to drive sales and lead to social conversation around the soft drink. The campaign proved a success Down Under and soon spread to the rest of the world. This small activation led to the beverage giant launching a number of innovative brand experiences for consumers, including specially designed twist tops that required another bottle to open them.

2. Apple



Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, the AirPods wireless earbuds and the HomePod smart speaker. Apple's software includes the macOS, iOS, iPadOS, watchOS, and tvOS operating systems, the iTunes media player, the Safari web browser, the Shazam acoustic fingerprint utility, and the iLife and iWork creativity and productivity suites, as well as professional applications like Final Cut Pro, Logic Pro, and

Xcode. Its online services include the iTunes Store, the iOS App Store, Mac App Store, Apple Music, Apple TV+, iMessage, and iCloud. Other services include Apple Store, Genius Bar, AppleCare, Apple Pay, Apple Pay Cash, and Apple Card.

Sample Advertisements of Apple

A. What will your verse be? (2014)



This newest iPad Air commercial might be one of Apple's more pretentious commercials—but what could be more universally inspiring than Robin Williams in *Dead Poets Society* quoting Walt William? The awe-inspiring visuals and simmering minimalist soundtrack here are really

what blew me away about this particular commercial. The video goes through a series of people's lives—mostly creatives of course—who take their iPads and do extraordinary things with them. It might not resemble the more familiar reality of people sitting on their couches scrolling through Twitter, but it does have a certain majestic quality about it that only Apple could ever pull off.

B. Color Flood (2018)



To advertise the iPhone XR's display, Apple used color in an inventive way by having hundreds of parkour athletes running, jumping, and combining into a visually stunning crowd.

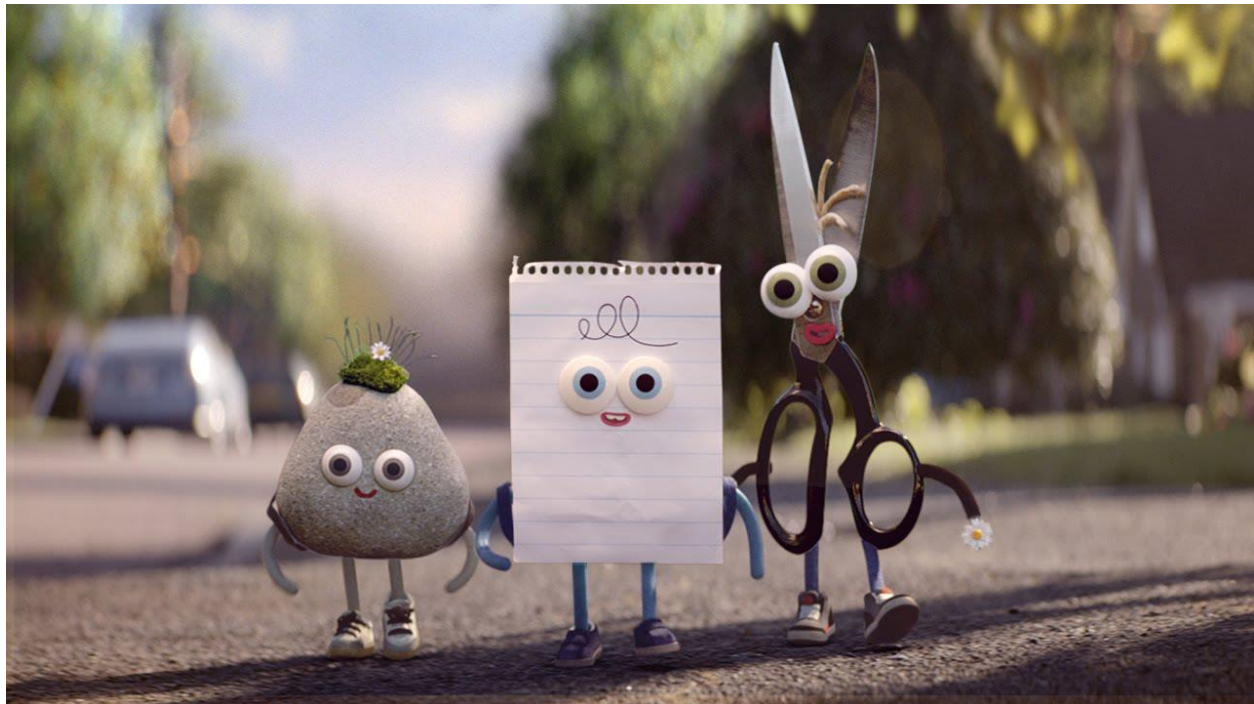
3. Android



Android is developed by a consortium of developers known as the Open Handset Alliance, with the main contributor and commercial marketer being Google. Initially developed by Android Inc., which Google bought in 2005, Android was unveiled in 2007, with the first commercial Android device launched in September 2008.

Sample Advertisements of Android

A. Be Together. Not the Same



To consider what makes a great commercial, ad campaign or marketing strategy, one simply needs to span back over the course of 25 or so years. With technology and consumer groups changing at an exponential rate, the great, obnoxious, hilarious and “wow factor” commercials are still present, but someone really has to put on their thinking cap to engage a captive audience. Considering what makes a great commercial, the Android commercial series “Be Together. Not the Same.” is some A+ work. The ad campaign started in 2014, kicking off to coincide with the launch of the Lollipop OS for Google’s Android devices. The beauty of the campaign is that its alleged intended purpose was to point out how versatile Android was; useable on multiple different devices.

4. Google



Google LLC is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware.

Sample Advertisements of Google

A. 100 Billion Words (Super Bowl)



Next to Search and YouTube, Google Translate is one of the company's most well-known and genuinely useful tools. The service is the star of Google's 2019 Super Bowl commercial, and aims to be heartfelt with a message of bringing people together. Ahead of the Big Game tomorrow afternoon, Google posted "100 Billion Words" on YouTube. It opens on a shot of the Pixel 3 XL and the "Hey Google" hotword before a narrator notes how "more than 100 billion words are translated every day" with Google Translate.

It then runs through several examples of people using the app on their phones to communicate across different languages. Besides voice, the built-in camera translation feature is showcased to convert menus and signs. While the Google Translate app is shown on Android phones ranging from the Pixel 3 to more affordable models used in developing nations around the world, the service or its logo is never explicitly featured.

5. Burger King



Burger King is an American multinational chain of hamburger fast food restaurants. Headquartered in the unincorporated area of Miami-Dade County, Florida, the company was founded in 1953 as Insta-Burger King, a Jacksonville, Florida-based restaurant chain. After Insta-Burger King ran into financial difficulties in 1954, its two Miami-based franchisees David Edgerton and James McLamore purchased the company and renamed it "Burger King".

Sample Advertisements of Burger King

A. Burger King - "Bullying Jr."



Conversely, this Burger King spot presents a complex idea. Burger King staged a social experiment wherein a teenager (or "High School Jr.") is bullied in one of their Los Angeles area restaurants. This inspiring ad subverts tropes. The onlookers who do not intervene are then served a "bullied" Whopper Jr. (i.e. squashed by an employee). Some 95% report their mangled sandwiches to management. They are then asked if they would have intervened had they seen an employee "bully" their burger. Their collective response is "yes. The focus then shifts to the meager 12% of customers who stood up for the High School Jr. We hear their words of encouragement which console the High School Jr. This spot shows that inspiring ads can be crafted out of social experiments.S