Ad Comparison Chart

Please complete this chart using full sentences.

# Obama Campaign

| Ad Title: Lena Dunham: Your First Time | |
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| What do you see in the commercial? Describe images or text. | Actress Lena Dunham wears a casual white shirt and shiny necklace in a dark blue room. There is a black couch in the background with patterned pillows on it. You can’t see the chair she sits upon. She is up close to the camera like a personal, one-on-one interview. The Obama/Biden logo plays showing the website address. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | Lena Dunham discusses want a person would want out of their first time voting. She brings up gay rights, health insurance, etc. At the end she says that she votes for Barack Obama. There is soft, upbeat music in the background. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | The commercial producers want voters to be aware of key issues, get first-time voters out to the polls, and show that Obama has support from hip, Hollywood stars. The whole commercial is a well-known actresses promotion of Barack Obama. She makes the whole thing funny and edgy by likening it to someone’s first sexual experience. |
| Do you think the ad is effective? Why or why not? | It is effective in capturing one’s attention with it’s title and tongue-in-cheek sexual reference. She is a respected, young actress popular with young audiences likely to be first-time voters. |

“Lena Dunham: Your First Time.” YouTube video, 1:03.  Posted by  
     "BarackObama.com," October 25, 2012.  https://www.youtube.com/watch?v=o6G3nwhPuR4.

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| Ad Title: Keep Virginia Blue: Camilla – OFA Virginia | |
| What do you see in the commercial? Describe images or text. | A young woman is up close to the camera for an interview. She wears a knit sweater, necklace, and earrings. An out-of-focus field and building in the background look like a campus. The Obama/Biden logo plays showing the website address. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | Camilla introduces herself as a fourth-year student at the University of Virginia and discusses her support of Barack Obama. This includes women’s rights and student loans and grants. She encourages volunteering to canvas for Obama. Positive, upbeat music plays in the background. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | The commercial producers want voters to be aware of the issues and encourage youth participation in the campaign. They want to get the female and youth votes. She represents a multiple minority groups and is an active participant in the campaign. |
| Do you think the ad is effective? Why or why not? | The ad is effective. It quickly highlights key issues and shows a pretty, confident female student promoting them. I think it works well for the target audience. |

“Keep Virginia Blue: Camilla – OFA Virginia.” YouTube video, 0:54.  Posted by  
     "mittromney’s channel," October 31, 2012.  https://www.youtube.com/watch?v=mJGmYnXPYD8.

Romney Campaign

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| Ad Title: Mitt Romey for Nevada | |
| What do you see in the commercial? Describe images or text. | Unemployment and income facts flash across the screen. Arial shots of Nevada fill the background. Governor Brian Sandoval is shown in a blue button up shirt and red tie in a garden setting. Mitt Romney is shown talking to middle class people in a casual setting of a small town. The election date is shown. The Romney/Ryan logo appears. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | Nevada Governor, Sandoval, discusses the challenges Nevada has faced in the past four years. He expresses disapproval of Obama’s leadership and support of Mitt Romney’s ideas for job creation and middle-class concerns. Mitt Romney’s voice is heard noting his approval of the ad. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | The commercial producers are trying to gain the middle-class vote as well as the Nevada vote at large. They only put down Obama and promote Romney’s ideas in a positive light. They mention topics that are of concern to middle-class voters, such as unemployment and median income. |
| Do you think the ad is effective? Why or why not? | I think the ad is effective if a bit dry, however I am not the target audience. It shows Romney supported by a local public official. It expresses his concern for the middle-class. He comes across as a regular, everyday guy that could do a better job than the current president of the time. |

“Mitt Romey for Nevada.” YouTube video, 0:30.  Posted by  
     "mittromney’s channel," October 31, 2012.  https://www.youtube.com/watch?v=QDgnuLJWyV8&list=UUyKtWUx5C1Nc6J9yMJlIlwg.

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| Ad Title: 5 Ways Catholics Can Help Right Now | |
| What do you see in the commercial? Describe images or text. | The Romney logo appears over a black and white photo of men and children. A young woman wearing a black and white shirt and earrings stands in an outdoor hallway. The shot is close as if for an interview. Five ways Catholics can assist are flashed across the screen in bold white letters over colored backgrounds. She reappears and the Romney logo plays. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | Happy, upbeat music plays. Bridget, from Catholics to Romney, introduces herself. She lays out five ways Catholics can help the campaign. This includes volunteering time calling swing states, volunteering at a Victory center, volunteering for a election day task force, distributing flyers, and donating to the campaign. She encourages the viewer to share the videos and return for updates. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | The commercial producers want donations for the campaign. They may want volunteers but I think they try to guilt you into donating by listing four active-participation methods and then the non-active method of donation. |
| Do you think the ad is effective? Why or why not? | I do think the ad is effective in using guilt with its target audience. It hones in on a group of people specifically making it seem more like a personal call-to-action. It offers non-donation methods of participation for younger voters and advocates like the woman in the video. |

“5 Ways Catholics Can Help Right Now.” YouTube video, 0:55.  Posted by  
         "mittromney’s channel," October 25, 2012.  https://www.youtube.com/watch?v=U8z17Eg5puU.