

Ads Targeting Latinx People

These Spanish-language ads aired on English-language television channels in the United States in 2013, 2014 and 2015. Please view the ad assigned to you, then answer the questions that follow.

1. J.C. Penney’s World Cup commercial—“Pulse” (Spanish with English subtitles)

youtube.com/watch?v=ShdFifORu5s

2. Target commercial—“Hit the Switch” (Spanish)

youtube.com/watch?v=Mo8_7DtIBm8

3. Taco Bell’s Super Bowl commercial—“Viva Young” (Spanish)

youtube.com/watch?v=_afZoH7VovQ

4. Tide commercial—“My Tide in Spanish”(English and Spanish with English subtitles)

youtube.com/watch?v=mgvz__bhyY8

5. Target commercial—“The Adventure Begins Here” (English and Spanish)

youtube.com/watch?v=EBTsdol6zjM

6. Coca-Cola’s Super Bowl commercial—“It’s Beautiful” (seven languages)

youtube.com/watch?v=D4BC8zUfNhU



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QUESTIONS

Ad _____

1. What product does the ad advertise?
2. Who do you suppose is the intended target audience?
3. Why do you think the advertisers chose to air the ad in Spanish?
4. What images does the ad include?
5. Do you think this ad resonates with the target audience? Why or why not?
6. Did the advertisers take a risk in airing the ad? If so, do you think it was worth the risk? Why or why not?