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Coca Cola - "Destapa la felicidad": Analyse zweier Werbespots nach dem Modell von Nina Janich (German Edition)

Christin Lübke

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Studienarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Universität Potsdam, Sprache: Deutsch, Abstract: [...] Das Marketing von Coca-Cola ist schon seit jeher ein Musterbeispiel für Gute-Laune-Werbung. Slogans wie «Disfrute Coca-Cola», «Todo va mejor con Coca-Cola» und «El lado Coca-Cola de la vida» vermarkten Coca-Cola als Getränk, das für Momente voller Genuss, Glück und Lebensfreude steht. Im Jahr 2009 startete die neue globale Kampagne mit dem Slogan «Destapa la felicidad» für Spanien und Lateinamerika.
Die vorliegende Hausarbeit soll einen Versuch darstellen das Werbekonzept der Coca-Cola Kampagne «Destapa la felicidad» zu analysieren. Dabei werde ich die Werbespots «Un encuentro sobre la felicidad» und «Razones para creer» mithilfe des Analysemodells von Nina Janich miteinander vergleichen. Zunächst möchte ich die Clips analysieren und die Ergebnisse im Anschluss daran synthetisieren.

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