

Project 3 – E-Commerce & Web Advertising

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Company 1: GEICO

a. Product, Website URL, and Commercial Link

The product being advertised is GEICO auto insurance. The company website is www.geico.com, where users can get a quote and purchase insurance online. The commercial is linked here: <https://www.ispot.tv/ad/gZdG/geico-wallet>

b. Description of the Salient Issues

Geico is known for its quick humor, pacing, and recognized brand. The commercial focuses on using jokes and unrealistic situations to then cut to a message on how Geico would work for the customer and their needs.

c. Is the Website Mention Helpful?

Yes, the website mention is helpful as it is an insurance company. Many people require insurance to be viewed online on a website to check quotes, compare prices, and have login access to their own plans and services.

d. How Do the Two Forms of Advertising Complement Each Other?

The TV commercial and the website work together effectively. The commercial builds awareness and interest, while the website provides the information necessary to go through and manage insurance and learn more about what the company offers.

Company 2: Progressive

a. Product, Website URL, and Commercial Link

The product being advertised is Progressive auto insurance. The company website is www.progressive.com, which allows users to get quotes and purchase insurance online. The commercial used is Progressive's "Auto Quote Explorer" advertisement: <https://www.ispot.tv/ad/5dJ6/progressive-auto-quote-explorer-picking-apples?>

b. Description of the Salient Issues

The most noticeable aspect of Progressive's commercial is its focus on simplicity and comparison. The ad shows how easy it is to compare insurance rates and how to find the best rate for the customer.

c. Is the Website Mention Helpful?

Yes, the website mention is helpful as it is an insurance company with many different important details that cannot be explained anywhere else on a commercial.

d. How Do the Two Forms of Advertising Complement Each Other?

The commercial highlights the simplicity of shopping for insurance while the website provides the necessary information about the insurance company, what it offers, and managing a customer's current insurance plans.