

## The Honda Cog Advert

The advert is very flowing, as one thing leads to another. It is simple, so there are no other things on the screen to distract you from the movement. It has a toppling dominoes effect. There are no humans in the advert, which means the advert can be shown anywhere in the world where Honda's are sold. There is only a voice at the end, which was Garrison Keillor, says: "Isn't it nice when things just work?"

Only wooden beams and floorboards are shown in the advert, with plain white walls in the background. This helps you to focus on the main parts, which is the movement of all the different objects. The room is very big and looks like a house. It is very clean and natural looking. The main view is the different car parts and the way they move into each other to form a chain, which all ends at the Honda car at the end, which also moves.

The camera stays level with the action, moving up and down and relative to the background. It zooms in and out is used along with close-ups of the car parts. The only written thing is Accord banner – slogan – 'The power of dreams. 'The components were heavy sounded and amplified, which is the diegetic sounds. Some music is turned on near the end of the chain which is the Sugar Hill Gang.

The only non diegetic sound is 'Isn't it nice when things just work'. The lighting is a very white light and it emphasises with very little glare and a strongly lit finish of the car. No shadows are shown and highlights on the reflective.

All this will have a great effect on the audience. Having no sound, apart from the moving objects, and no distractions until the end when the music comes on will ensure full concentration from viewers. It isn't every day you see an advert like this, as they usually include people and speech, with music. This doesn't include music until the end. It is important having the audience's concentration, and this advert does, because it is so simple and different. Also, one thing goes into another, so it hooks you to see what object is coming next. This way, you keep watching until the end, to see banner advertising the car, and the car itself, probably the most important parts to look at in the advert.