# Learning Activity Exemplar - FORUM

## Learning Activity 2.3: Discuss Emotional Ads: Extra Gum Case Study

### **Overview and Aim**

This task expands on the previous task about emotional response, now also considering creative execution, attention and memory. You can work on the two tasks simultaneously. Be sure to check back during the week to see how the conversation is progressing. This task refers to a case study called ‘Sarah & Juan’ that was submitted by Wrigley’s Extra to the Cannes Creative Lions in 2017.

Watch the three different adverts for Wrigley’s Extra Gum: Sarah & Juan, read the case study and discuss how you believe this advertiser tapped into people’s emotions, posting your response on the activity forum linked below.

### **Due**

End of Week 2.

### **Suggested Procedure**

1. Watch the three versions of the Sarah & Juan ads:

|  |  |  |
| --- | --- | --- |
| The (Full) Story of  Sarah & Juan  /var/folders/g9/pjb9fc2n2qv62g4yddc4bkwm0000gn/T/com.microsoft.Word/Content.MSO/FDC52BC7.tmp  **Duration:** 2m 0s | The (Shorter) Story of  Sarah & Juan  /var/folders/g9/pjb9fc2n2qv62g4yddc4bkwm0000gn/T/com.microsoft.Word/Content.MSO/D786D06D.tmp  **Duration:** 30s | The Story of  Sarah & Juan: First Kiss  /var/folders/g9/pjb9fc2n2qv62g4yddc4bkwm0000gn/T/com.microsoft.Word/Content.MSO/1DD82A03.tmp  **Duration:** 15s |

1. Read the [Wrigley: Extra Gum ‘Sarah & Juan’ case study](https://uo.unisa.edu.au/mod/resource/view.php?id=86076).
2. After watching, reflect on your response to the three versions of the Sarah & Juan ads. Consider the following points in your response:

* What was your emotional response to the campaign? Apply the three-part definition in Nicks and Carrious (2016).
* Did your emotional response vary across the longer and shorter executions? Consider the *intensity*of your response.
* What specifically about the content evoked the emotional response? Pull apart the different creative elements e.g. the characters, their interactions, the settings, the story, the message, the music, etc.
* How do you think your emotional response affected how you attended to the ad, i.e. what did you notice and did the ad capture your attention the whole time?
* How do you think your emotional response affected how you processed the ad, i.e. how much do you remember and in how much detail do you remember it?

1. Compose a brief discussion posting (2 paragraphs should be plenty) in which you describe how you responded to the ads in terms of emotion, attention and memory. Be sure to comment on the ads’ effectiveness.
2. Post your response to the **forum for Learning Task 2.3**.
3. After posting, see what others had to say.
4. The teaching team will summarise key points of the conversation once most students have had a chance to respond.