1. WATCH the TV COMMERCIAL

2. READ THE ANALYSIS AND COMPLETE WITH THE CORRECT WORDS

PASSION -COMPETE – EFFECTS – SOCCER - NEEDS –TRADITIONS-

LOGO- MASS – NATIVE-DRINK - COUNTRY– CUP

In this commercial, the product is coca cola, but also we can see how the world _____is promoted too.

The commercial was made for the _____market that is people of all ages, genre and status but it was especially targeted to the _____ lovers and Icelanders because the video reflects their culture and _____.

The producers use music and a special sound _____ to call the attention. The commercial appeals to two basic _____: belongingness and love as well as self-actualization. The message given refers to what people feel when they _____ at sports. We can see how they highlight the _____ the Icelanders share.

The _____ is shown many times during the commercial but not in an explicit way. At the end of the video the logo and the slogan appeared more clearly but they are written in the _____ language of the country.

The message is that everyone should be united for the world cup and support their _____ and at the same time they should _____ a coca cola to enjoy the moment fully.