

## 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.

