

## E-Commerce & Web Advertising

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### **Progressive**

The product that's being sold in the commercial is insurance of all varieties. Progressive offers hassle-free insurance based around your needs and what's important to you. The commercial did a really good job of highlighting key aspects like reliability, the product itself. However, some notable concerns stood out too. I think that the commercial did an excellent job of portraying the difficulties of finding Insurance when buying a home. There are a lot of aspects that need to be covered when you're unsure of the reliability and condition of a product such as your water heater. In the commercial progressive, they're saying hey we cover all these areas, such as home appliances, concrete repair, and roofing. Some of the concerns I had with the commercial were the lack of branding, I think that they could have snuck the progressive name into the commercial more to promote their coverage. Progressive logo gets about 4 seconds of airtime before the commercial ends, I think that they could have added a progressive lawn sign saying that they were covered or some more people wearing Progressive shirts. I think that Progressive could have provided their website and a phone number to call for help. I think the mention of the website would have been incredibly important, drawing more people into signing up for Progressive Insurance. The commercial would make me want to purchase their product; in fact, I went to look if i could get a better rate from this insurance company. They did a really good job using the relatability factor to draw in customers, making their insurance user friendly.

<https://www.progressive.com/>

<https://www.ispot.tv/ad/T2n7/progressive-the-keys>

### **Verizon**

The product that's being sold in the commercial is phone, internet and streaming services/bundles. Verizon offers its customers flexible plans at a discounted rate compared to its competitors. I think that the commercial did a really good job of highlighting key aspects like its competitors making its customers pay for things that they may not use like Netflix and Hulu bundle. But there are some areas that I think there could have been improvement. I think that the commercial did a really good job on advertising their flexible plans that don't make you pay for things that you don't use. One of the more memorable portions of the commercial was when the actor calls T-Mobile out and says that Verizon is better and won't scam you. Verizon could have done a better job on advertising the website name because they only provided it at the last 5 seconds. I think that having more subtle cues that Verizon is just better in every way over its competitor T-Mobile and providing the website link or a QR code that I'll take you right to the site. Making it easy on the end user is the ultimate goal so having Verizon's name and site more prominent would help more. I would buy this product from this commercial, because being a T-Mobile customer I didn't know I was paying for a streaming service. You are able to completely sign up for the phone, internet and streaming services on Verizon's website, as well as being able to go into a brick-and-mortar store to sign up. All and all, I think that this commercial did a really good job in grabbing its competitors' customers' attention.

<https://www.verizon.com/https://www.ispot.tv/ad/TTyN/verizon-i-hate-sweating>

<https://www.verizon.com/>