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Project 3: E-commerce & Web Advertising  
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### Commercial #1

The product being advertised in the commercial is Balance of Nature's: Fiber and Spice dietary supplement.

The company's URL: <https://balanceofnature.com/>

Commercial URL: <https://www.ispot.tv/ad/Bs1S/balance-of-nature-farm-to-capsule-apple>

The commercial from Balance of Nature emphasizes their commitment to providing whole food supplement products created from real fruit and vegetable sources "From Farm to Capsule", by providing visual evidence of an apple's journey before being packaged for sale. The ad promotes natural ingredients and how they preserve the apple's nutrition. It showcases the health benefits of consuming the product to help you maintain good health as well as to provide you with colorful images of fresh apples illustrating that Balance of Nature is a trusted company that sells food/health products to consumers that want to live a healthier lifestyle.

The Balance of Nature commercial shows the product's origin from the farm to the capsule, emphasizing its natural content and health benefits. The commercial encourages viewers to visit the website for more information about the product's sourcing and the company. Some people might understand the value of the product without visiting the website. The website is not necessarily needed in the commercial, but it does help.

### Commercial #2

The product being advertised in the commercial is for Dove.

The company's URL: <https://www.dove.com/us/en/home.html>

Commercial URL: <https://www.ispot.tv/ad/gZeh/dove-super-bowl-2026-pre-release-this-game-is-ours>

In the Dove commercial, Dove mentions that 1 in 2 girls quit playing sports because they are criticized for their body type. So they show a variety of females that plays different high school sports, who starts to feel confident and empowered to show the importance of including everyone and changing the concept of beauty through stories that are touching. This fits well with Dove's brand values and sends a positive, encouraging message about confidence, beauty, and self-love.

Dove does not mention their website in their Super Bowl commercial, which may limit how many visitors will continue interacting with them after viewing the ad. Mentioning their website would allow the viewers to learn more about their products, brand and more. Dove may still be able to effectively communicate their brand message through their commercial, and therefore the viewers may still find Dove on their own. The ad is great, but Dove should consider adding their website URL.

Both commercials take different approaches to selling products: Balance of Nature uses “Farm to Capsule: Apple” to target health-focused shoppers using natural ingredients and motivate them to make purchases quickly on their website. Dove’s “The Game is Ours,” encourages people, mainly girls, to feel good about themselves by promoting body confidence and self-esteem through emotional connections to create loyalty in their brand for future use. Balance of Nature creates quick interest in their product, while Dove focuses on self-empowerment.

For both ads it does make me want to buy their products, but not immediately after viewing the ads. I'd have to do a bit more research before deciding to buy anything from them. You can order the item that was advertised in the Balance of Nature's commercial on their website. While dove doesn't specifically mention a product of theirs in the commercial, their products can be bought online but not from their website.