

Jered Brown

ITWP2600

Project 3: E-Commerce & Web Advertising

Company #1: Triumph Motorcycles

Website URL: <https://www.triumphmotorcycles.com/>

Commercial URL: <https://www.ispot.tv/ad/6iSt/triumph-motorcycles-tiger-900-go-beyond>

Triumph's TV commercial promotes the Tiger 900, an adventure motorcycle designed for both on-road and off-road riding. Titled "Go Beyond," the ad showcases the bike's performance in rugged environments, emphasizing themes of freedom and exploration. The visuals are dynamic, with slow-motion shots, dramatic landscapes, and an intense soundtrack that enhances the sense of adventure.

At the end of the commercial, Triumph displays its website, making it easy for interested viewers to explore more details about the Tiger 900. This inclusion is beneficial as it provides a direct way for consumers to continue their research. The Triumph website offers extensive information, including specs, features, pricing, and dealership locations, which complement the excitement built by the ad.

The TV commercial effectively creates emotional engagement, while the website serves as an informational hub. Together, they guide potential buyers through the customer journey, from inspiration to research. However, since the Tiger 900 is not available for direct online purchase, consumers still need to visit a dealership to complete their buying process.

Company #2: Cycle Gear

Website URL:

https://www.cyclegear.com/?srsltid=AfmBOopHrpMSV_gqIMl1LgMw1sOOrcCofEblS5rh-9l8y9kqMKO3HnUc

Commercial URL: <https://www.ispot.tv/ad/6C3A/cycle-gear-airbags-save>

Cycle Gear's commercial takes a different approach, focusing on motorcycle airbag vests and the importance of rider safety. Rather than adventure and excitement, this ad emphasizes practicality and protection, showing how the airbag vest inflates upon impact to prevent serious injuries. The visuals include real-life demonstrations, reinforcing the vest's effectiveness in a crash.

The commercial prominently displays the company's website, ensuring that viewers can quickly access product details and make a purchase. This direct call to action is crucial, as the airbag vest is something riders can order immediately. The Cycle Gear website provides pricing, customer reviews, and other product options, making it a seamless experience for those ready to buy.

The ad and website work well together, with the commercial raising awareness and the website facilitating instant transactions. Unlike Triumph, where the website supports research, Cycle Gear's commercial and website work toward immediate conversion, making it easier for viewers to act on their interest right away.

Conclusion:

Triumph's commercial focuses on lifestyle and emotion, driving consumer interest through a sense of adventure. The inclusion of the website at the end helps guide interested buyers to learn more, but since the bike isn't available for direct purchase, the journey requires more steps.

Cycle Gear, on the other hand, uses a direct and informative approach, making safety the priority. Their website is an essential part of the commercial's effectiveness, allowing viewers to immediately purchase the product.

Both advertising strategies are effective but cater to different customer behaviors. Triumph's ad builds desire and brand identity, while Cycle Gear's promotes immediate action. Triumph's approach works well for high-ticket items requiring more research, while Cycle Gear's method is ideal for practical, ready-to-buy products.