

ANSWERS

1. The advertisement was published on recycled paper, which suggests that the company cares about the environment.
2. The top of the page shows us a jeep in a desert land, which symbolises adventure.
3. The company was Chevron, which is a multinational operating in 180 countries.
4. It suggests that the company is trying to innovate, research and create new more efficient sources of energy that can be used in the future.
5. Chevron is a company which/that specialises in oil production, and it is based in California.
6. The first campaign, which took place between the years of 2005 and 2008, was very much focused on the future and how the energy sources we use today, namely oil, will run out soon enough.
7. All the images are painted in a new colour that is based on soft tones like yellow, which automatically reminds us of Shell.
8. We can compare the strong and dark colours, like black and red, of the first images and advertisements, which suggest that something is wrong and we should change it.
9. The layout of the components in the advertisement brings to mind thought bubbles or maybe a molecule, which actually will be used more neatly in upcoming advertisements.
10. The elements depicted are basically the molecule, which was already referred to. This represents research.
11. It also had a big slogan that said "Say no to no", which we saw as a sentence referring to effort.
12. Looking at some of those advertisements, we can see pictures of the desert and the sea, which suggests a forward looking company that thinks about the future.
13. After a closer analysis, we realize that only one bill has a low value, with part of a phrase saying "we trust", which leads us to the message, "We trust the number one oil company (Shell)".
14. Comparing it to the next company's advertisement, which is ConocoPhillips, I noticed that this company is only researching for oil reserves.
15. It consists of six adverts that were separated into three micro-campaigns.
16. Unlike the other picture, whose colors were warm and strong, this one is very cold, which, in addition to the complexity of the factory, conveys a very impersonal atmosphere.
17. And the last ad is talking about the common good, the environment.