

Critical Analysis Essay Example: Advertising Campaign

“Thank You, Mom”: One of the Most Effective Ad Campaigns of the 21st Century

Procter & Gamble’s “Thank You, Mom” advertisements during the 2012 and 2014 Olympics featured mothers watching their children dream of becoming Olympic athletes. The ads show moms supporting their kids by making competition outfits, offering emotional reassurance, and providing protection against bullying. In the end of each ad, the now-grown children are competing in the Olympics as the mothers watch and cheer. This is an incredibly effective ad campaign because it speaks to the target audience for Procter & Gamble products and produces an emotional response.

Procter & Gamble owns brands like Bounty paper towels, Olay skincare products, Pampers diapers, Tide laundry detergent, and Downy fabric softener. These, and many other of the company’s brands, have a target audience that includes moms. Portraying the role of mother as heroic and important speaks to the values of this target audience and resonates with them on an emotional level.

This campaign also received great respect within the advertising industry. AdAge called it “one of the top 15 ad campaigns of the 21st century.” The campaign also won awards like a Gold Effie and was popular with industry groups like the Public Relations Society of America. Critical response was very positive because the ad was so effective.

The campaign also helped build awareness of Procter & Gamble’s brands among consumers. AdAge also reports that internal testing from Procter & Gamble revealed that consumers were far more likely to recognize the company’s brands and associate them with the ads after seeing the ads.

The “Thank You Mom” ad campaign by Procter & Gamble was effective with consumers and with advertising professionals, and it also formed an emotional connection with the target audience. These are the main reasons this ad campaign is considered one of the most effective of the 21st century.