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Module 5 - Project 3

The product being advertised in this AT&T commercial is their “Not Guaranteed: Knowing You Exist” plans. This is the link to the company’s webpage: <https://www.att.com/why-att/guarantee/> as well as the link to the [AT&T commercial](#). The most important aspect of the commercial is them hammering home the point of you not having guarantees in your life. For example, your traction on the ground is not guaranteed, your chemistry with coworkers is not guaranteed, etc. However, the AT&T plans guarantee you connectivity, deals, and service. The ad did have their website mentioned in it and by having it there, it makes it easy to know where to find the deals. The commercial itself would not be enough for me to go and buy the product but, it would make me visit their site to see what the “guaranteed” deals look like. You can find deals online or in person.

The next commercial I watched was a T-Mobile iPhone 16 switch plan. The ad provided their website link at www.tmobile.com and the link to the advertisement is [this](#). The most important aspect of this commercial is Zach Braff telling Donald Faison to switch his phone plan to T-Mobile for a new iPhone 16, because his current phone is not streaming the game properly. Zach also pointed out that switching could get Donald up to \$800. The advertisement did show the webpage link, giving customers an easy time finding where the deals are. As I said before, the ad itself would not be enough for me to make a decision. It would make me visit the site though to see what deals are available. You can find the deals online or in person as well.

Sources: <https://www.ispot.tv/ad/Tdl1/at-and-t-wireless-not-guaranteed-knowing-you-exist-featuring-marshawn-lynch>

<https://www.ispot.tv/ad/T16M/t-mobile-opera-iphone-16-pro-800-featuring-zach-braff-donald-faison>