

# A **ROOM** with a view of the future

29  
nov  
2013

## Families

With the Holiday Season on its way it makes sense to look at one of the continuing big themes in advertising, family. How families have been represented has changed over the years, but one thing remains the same, the importance of connection.

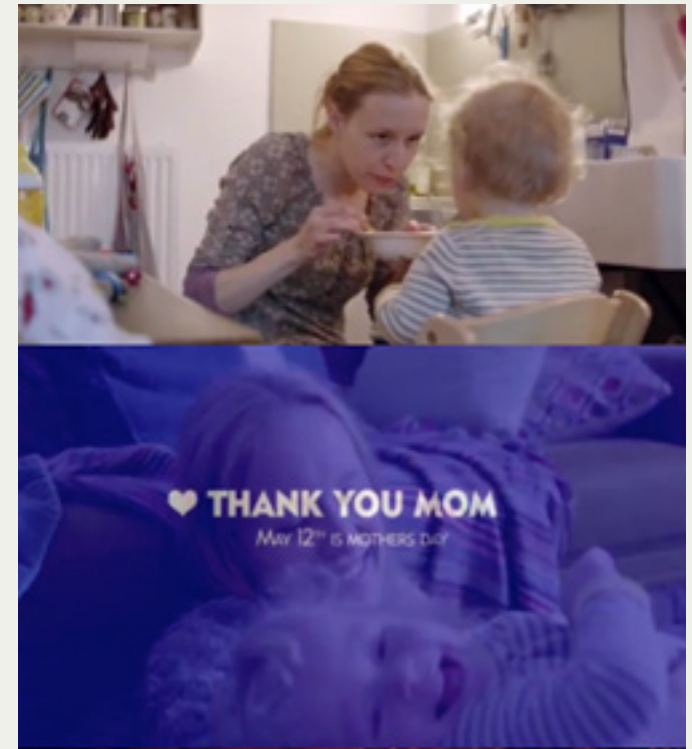


## 1 Mom

For years mom has been depicted as the traditional homemaker, carer and comforter in advertising. All this remains the same, and most advertising defaults to the traditional, if not antiquated, vision of motherhood.

This ad from Nivea, takes this traditional view of mom and adds emotional resonance by simply saying 'thank you'. The ad depicts simple moments, and feels natural with the lighting and has an intimate perspective.

Nivea Ad: [YouTube](#)



Credits: Nivea

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## Dad

Dads have tended to be shown as somewhat dimwitted in TV advertising. However, there has been a shift as modern dads now seek a more active parenting role.

This inspiring ad from Oral B in the USA, shows dads at their best through user-generated content.

Oral B Ad: [YouTube](#)



**Oral-B**  
POWER

Share your favorite Dad moments at #powerofdad.



Credits: Oral B, Publicis Kaplan Thaler, NY, USA

### 3 Coca Cola Grandpas

This great ad from Coca Cola starts showing the parallel lives of a young man in the 1960s and a young man living today. The message is that the lifestyle our grandparents lived, is beneficial to us.

The family connection continues to be shown in a series of family photographs depicting granddads and their grandchildren enjoying Coca Cola.

Coca Cola Ad: [YouTube](#)



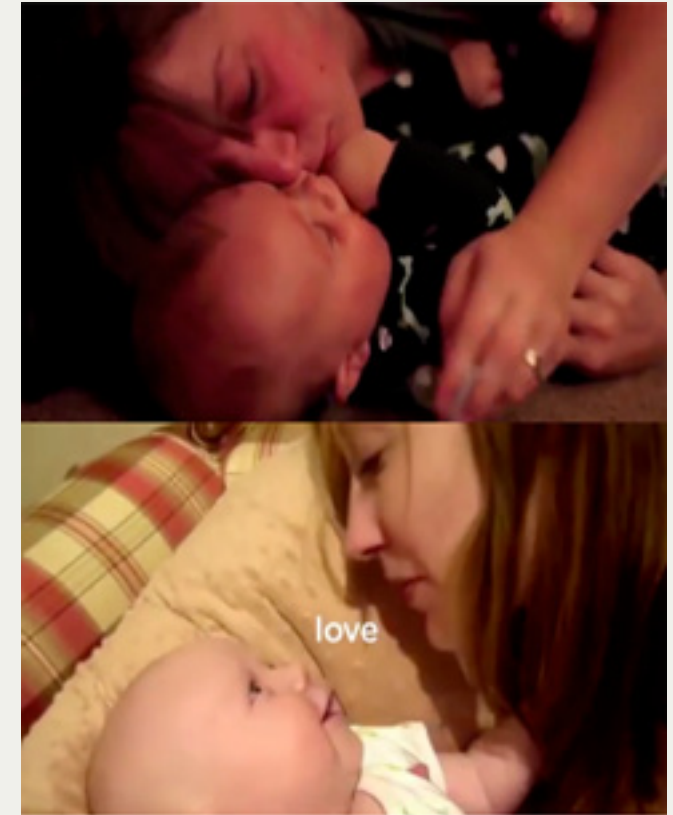
*Credits: Coca Cola*

## 4 A Simple Message

The message is simple in this UK TV ad from diaper brand Pampers, it's all about 'love'.

The ad utilizes user-generated content that gives it an immediate feel, showing the connection between moms and babies and fun observed moments.

Pampers Ad: [YouTube](#)



*Credits: Pampers, Saatchi&Saatchi, London, UK*

## 5 The Classic Family Reinvented

Mamas&Papas.com great series of ads for their Urbo Stroller break with the traditional family unit to show real, diverse and relevant parents with their children.

The families are natural and accessible, showing real connection and breakdown the barriers of what is seen as a real modern family.

View the Ad here: [Mamas&Papas.com](https://www.mamasandpapas.com)



Credits: Mamas&Papas.com



## Summary

### Shooting tips from this weeks trend:

- People respond to images that convey genuine feelings and emotions so try to capture these real moments rather than set them up.
- Real people resonate with an audience, but remember real doesn't mean 'dismal' or 'grungy'.
- Beautiful images featuring everyday activities can have a huge visual and emotional impact.
- Celebrating family through the generations and big milestones in life makes for vibrant and engaging images.
- When shooting activities, try to be inventive with your angles and viewpoints and always think about the lifestyle elements that go with the activity.



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