**TAB COLA Commercial (1982)**

It was in the television advertisements that launched Tab low calorie cola in Australia that the then 17-year old Elle Macpherson first began turning heads. In the ads, as Elle walks across the beach in a red bikini with her can of Tab, a man is caught staring at her by the lady he is with. She then dumps a cooler filled with water on him in retaliation, but quickly forgives him and they share a loving embrace. The advertisement made Elle a household name; every male in the country fell in love with her. The whole country claimed her as our own, and as a result of her statuesque appearance on the ad, was dubbed The Body.

In viewing this commercial you need to examine how it may reflect social values of this time in Australia

So view the commercial a number of times to understand the narrative and techniques it uses to sell the product and most importantly engage the audience

The ad commences with an upbeat guitar riff jingle of Tab Cola and reveals a well endowed girl in a bright red bikini walking from the beach with surfers in the background



She is intercut with a subliminal shot of the Tab soft drink can surrounded by ice. The camera cuts back to her in full body shot as she tucks her hair behind her eye in a feminine gesture. The tab jingle announces tab is so good for beautiful people A crosscut of a close up of tab being poured into a glass with the words tab on it . The camera then cuts back to the girl where the angle accentuates her model like swagger and cleavage. A sequence of shots intercut between the girl and tab being poured into a glass, again subtely highlight her walking closer to the camera focusing on her cleavage. The camera then cuts to a medium shot framing her lower body as she approaches a couple sitting together on the beach . As she passes the male he looks up excited and lustfully at her.



The jingle exclaims Tab has lest than 2 calories for a beautiful shape for beautiful people ‘ His companion then pours the cold contents of an esky over his head as they laugh together . The camera then cuts to a close up of the girl expressing a cheeky grin , then cuts back to the couple lovingly embracing. The camera then cuts to a studio shot of a glass of tab in the shape of an hourglass which is animated to decrease the centre whilst screen text ‘Great Taste Low calorie” appear on the screen. the middle of the glass reflecting the hips of a body shape

**Production Context**

When writing about your text, it is important to identify the production context. Who made the text? When was it created? What country was it made in? The text’s time and place of production can help us understand the social values that the text embodies.

The Tab Cola Commercial was made in Australia in 1982 . It is important to view and understand this commercial in context to the values of the society at this time .

**Identifying social values**

Once you’ve developed a clear understanding of the time and place in which your text was produced, start to think about the values that it embodies. Watch the text a number of times. What values, beliefs and attitudes are reflected in the narrative? Which characters are the audience encouraged to identify with? Which characters are represented in a positive way? Which characters are represented in a negative light?

When you’ve watched the text a few times, it’s time to start nailing down the social values. When you’re writing about the social values, especially in the VCE Media examination, they need to be identified clearly. In previous exams, students have used single words like ‘love’ and ‘families’ to identify values in the texts they have studied.

Social values are complex. They cannot be reduced to single words. If you want to successfully identify a social value, you will need to explain it more carefully in a way that clearly identifies values, attitudes and beliefs held during the production period.

**Analyse**

Identify the setting of the commercial

Identify who appears in the commercial – what does she wear – how does she appear? What production elements, e.g camera framing - are used to enhance her representation. ?

What is the narrative presented. How does the male react to her and how does his companion act ?

What values does this advertisement suggest about Australian cultural values- regarding leisure / gender / humour ? How are women portrayed in the advertisement ? How are men portrayed .