



TOPICAL AD ASSIGNMENT

DONE BY: EVAN HARTONO

ART DIRECTION

MR. ARYO BIMO

LASALLE COLLEGE JAKARTA

NEWS 1: TRAILER TERBARU GODZILLA VS. KONG RILIS, DIPASTIKAN TAYANG DI BIOSKOP INDONESIA

- The trailer for *Godzilla vs. Kong* has been released, and showcases moments of destruction and battle between the two titular characters.
- Viewers will be able to see the film via cinemas and streaming services in 2021, such as HBOMax (which is exclusive to the United States)

NEWS 2: COVID IN CALIFORNIA: THE STATE IS STRUGGLING TO CONTAIN THE VIRUS

- California was the first state to begin a stay-at-home order as a result of the COVID-19 pandemic last spring, and lots of lives have been lost due to the virus
- Disneyland and Dodger Stadium have become a massive vaccination center in hopes of helping to defeat the virus
- The virus has been impacted California in a number of ways, such as the collapse of business, postponements of film productions, and isolated school students have been doing their studies remotely
 - The poor of Los Angeles have been impacted the most by the virus

NEWS 3: SOCIAL MEDIA DAMAGES TEENAGERS' MENTAL HEALTH, REPORT SAYS

- Social media has had a damaging effect on the mental health of teenage users
 - Negative wellbeing, low self-esteem and lack of exercise (caused by lockdowns) are factors for this
 - More girls start to have feelings of hopelessness
- Being active in activities and sports could help positively impact the users' wellbeing if exercise is done regularly
- Young people are struggling the most amidst the pandemic
 - The Millennium Cohort Study also suggested that young people gain access to ways to help them in terms of physical activity and mental health

WHICH ONE OUT OF THOSE 3 NEWS? AND WHY?

- The news I choose is the news about how social media has been impacting the well-being of teenagers.
- The reason I chose this news out of the three is because of how social media has been a huge part of the lives of people, especially teenagers
 - While teenagers could use social media to do certain things (such as connecting with other people), social media could also negatively impact those teenagers, such as making them feel embarrassed and depressed
- Therefore, I decided to convey this message by showcasing the mind feel like it is “burning” via use of social media
 - The brand I chose to display is Heinz ABC (particularly the chili, to reflect on the “burning” mental health)

If social media is spicing up your mind, then why not
spice it up more with Heinz ABC?



Hours of
social media
usage



WORKS CITED

- Ramadhan, Muhammad Syahrul. *Trailer Terbaru Godzilla vs. Kong Rilis, Dipastikan Tayang di Bioskop Indonesia*. medcom.id, 25 January 2021. <https://www.medcom.id/hiburan/film/ObzZRQ0b-trailer-terbaru-godzilla-vs-kong-rilis-dipastikan-tayang-di-bioskop-Indonesia>. Accessed 29 January 2021.
- Morris, Regan, and Sophie Long. *Covid in California: The state is struggling to contain the virus*. BBC News, 15 January 2021. <https://www.bbc.com/news/election-us-2020-55578098>. Accessed 29 January 2021.
- Criddle, Cristina. *Social media damages teenagers' mental health, report says*. BBC News, 28 January 2021. <https://www.bbc.com/news/technology-55826238>. Accessed 29 January 2021.