

You are going to see three State Farm Ads. The first ads are in Spanish and were created for immigrants who still use Spanish in their daily lives (first or second-generation we suppose). The last ad was created for people who use more English in their daily lives (people who don't speak Spanish or for third or fourth-generation immigrants).

Video 1- Sofia's problem (In Spanish with subtitles)

<http://vimeo.com/38593156>

Answer the questions below

1. What is Sofia's problem.
2. Is her problem real?
3. What will Sofia do to save more?

Video 2-Car accident (Carlos Ponce)

Watch the video and answer the questions below.

<https://www.youtube.com/watch?v=eg9I6O-fiwM>

1. Who is Carlos Ponce?
2. What service does StateFarm offer its clients?
3. This ad and the one before it have had success. Why?

Video 3-Car accident ("Hot guy")

Watch the video below and compare and contrast it with the Carlos Ponce video. Pay attention to the cultural inferences that one can arrive at upon watching the two videos.

<https://www.youtube.com/watch?v=s7LkeBFH7xU>



