Brooke Hassig

ft9110

Prof. James Buccellato

HON 1000 Sec 507

22 September 2015

Eminem Chrysler 200 Commercial

The Chrysler 200 commercial from the 2011 Superbowl was very important for the city of Detroit. The commercial shows the beautiful city scape along with various landmarks that are well-known around the city. The most common thought when Detroit is mentioned to an outsider is that it is a dangerous and run-down city, which actually, is not true at all. From the commercial, viewers are shown all the beautiful and cultural aspects of the city. In less than two minutes, the riverfront pans along the screen along with short clips of the Joe Louis fist, the Spirit of Detroit statue, the Fox Theatre, murals, and several modern and classical buildings. Not only are the viewers able to see what makes Detroit beautiful, but the commercial also captures dedicated police officers and proud individuals going about their lives in this great city.

This commercial is shown from Chrysler’s point of view. Since Detroit is the auto capital of the world, the only logical way to present their new car would to be in the city itself. The commercial only showed the well-kept areas of the city to highlight the beauty of Chrysler’s new 200. The car has an elegant feature and a commercial of the Chrysler 200 driving through a run-down neighborhood would not appeal to a future buyer. The run-down neighborhoods were left out of the commercial, because it is not how Chrysler wants the viewers to see Detroit. People tend to focus on the bad, so one glimpse of a poor area would ruin the commercial, because that would be the only thing the viewers focus on. The commercial captures the elegance, beauty, and real-life of Detroit which makes is more appealing to buy an automobile from. If Detroit was remolded and now looks so beautiful then the Chrysler 200 must have gone through the same changes and is now a better vehicle.

Everyone has their own different view and opinion. Others view Detroit differently than Chrysler does. When some people think of the city, they only focus on the run-down neighborhoods, the crime, and essentially, the unattractive aspects of the city. When someone who has lived in the city or has a deep passion for the city, they focus on the city as a whole. Those people are the ones who admire the growth and beauty of the city itself.

The commercial left out the neighborhoods and schools. In the whole commercial, the viewer never saw a house, in good or bad condition or a place where the kids go to school whether it was one of the colleges in the city, elementary schools, middle schools, or high-schools. There was never a clip of a street where families live, or even a clip of abandon houses either vacated or burned down. College of Creative Studies, Wayne State University, and University of Detroit Mercy are three colleges located in the city. The colleges are located almost in the middle of the city and were not shown at all. There are tons of schools in Detroit where hundreds of children go to school, and not a single one was shown. Chrysler focused on showing Detroit as more of a city of work than a place where people live.

The commercial also left out what makes Detroit so unique: its cultural diversity. Detroit holds several little ethnic areas within the entire city and on the outskirts as well. Mexicantown, Greektown, Corktown are all within the city while Hamtramck and Dearborn are on the outskirts. Mexicantown serves, what some believe, the best Mexican food in the city. Corktown is Irish and Greektown is the center of Detroit’s Greek community. Dearborn is know for their Arabic food and Hamtramck is known for their Polish food. Each ethnic neighborhood is just a reminder for how diverse the city truly is. The diversity is what appeals to a lot of the residents of the city and what makes the city so interesting. It seems foolish to leave it out of a commercial that is highlighting Detroit.

In conclusion, the Chrysler 200 commercial featuring Eminem did portray the city as a beautiful place, which it truly is. The commercial was shot from Chrysler’s point of view which may differ from others, the company still did a great job of using the city’s features to highlight the essence of the car. Although schools, colleges, and neighborhoods were left out, the commercial still had some amazing features. The commercial could have had a different effect with adding those areas, but overall did a great job of showing the world that Detroit is a beautiful, newly remodeled city and, of course, a great city to buy the Chrysler 200 from.