Studies have shown that the end of a commercial, the resolution, is the most influential in determining a consumer’s response to the advertised product. Consumers look for a unique experience and an emotional response to a product.

In her book *The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling*, Annette Simmons explains, “Facts don’t help [the consumer] ‘see.’ The unbelievable (whether it is difficult or unpleasant to see) only becomes believable after [the consumer] can ‘see’ it through personal experience or a simulation of personal experience—via story.” Thus, advertising dovetails nicely with storylines because the marriage of both can convey a product’s unique experience and instill an emotion in the audience.

This project analyzes 23 automotive commercials via the common American motifs they portray: the American hero, the journey from innocence to awareness, the American dream, and travel. These commercials were selected due to their high ranking on USA Today’s Ad Meter results of the commercials featured in the 2015 and 2016 Super Bowls. I found that most of the selected commercials featured multiple themes and adapted classic motifs found in American literature to reflect modern trends and issues of the era.

Drawing on what I’ve learned, I have created a mock advertising campaign as well as a commercial for the Mazda Miata 5X. I formed a marketing strategy, communication objectives, a positioning strategy, and creative content. With this advertising campaign, my goal was to create a generational love for Mazda, establishing our consumers as our brand advocates.

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