

Gimme a Break

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Reporter



It's extremely tough being a youth these days. That's why I'm grateful to mega corporations for letting me know exactly what I need to look, and act my coolest. If it wasn't for commercials I would have no idea how to act.

Among my favorite commercials that I feel give me the identity of today's youth, is a Kit-Kat commercial. Two slackers sit around like jackasses, eating Kit Kat bars and talk about taking a break. Here's a transcript for the commercial:

Dude #1: Duuuuude, I'mmmm taking a breakkk !!

Dude #2: Duuuude, breaks are totally cool !

Dude #1: Sweet dude, I am totally cool and eat Kit-Kats, dude !

Dude #2: Takin breaks rock dude, let's buy more Kit-Kats, and slack off!!!!

Dude #1: Where's my car Dude?

When I first watched that commercial, I knew I had to start eating

more Kit-Kat bars. As a male in the 16 25 demographic, I also enjoy saying 'dude', slacking off, and taking breaks. It was if Hershey corporation had cast my friends and I in the lead roles of the commercial. Completely summed up what it's like to be young today. Clearly I'm not the only one who felt this way, because Kit Kat came out with another commercial that went something like this:

Duderino #1: Duuude, my girlfriend totally dumped me.

Duderino #2: No way dude, that's uncool !

Duderino #1: Chyeah, I told her to chillax and eat Kit Kats.

Duderino #2: Radical, let's buy Kit Kats!!

Wow ! This was like watching a mirror replay my life. Wait a minute, no it wasn't. In fact, I don't think I've ever met anyone actually talks like that. Good job Kit Kat 'dudes', way to 'totally' miss the target market, and make an extremely annoying commercial in the process. Gimme a break.

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Total votes: 33