



Advertisements

Week 7

- https://www.youtube.com/watch?v=ImR58_dqLxY&t=136s

Ethos

Pathos

Logos

ETHOS

- Ethos is a Greek word that means “character”.
- In persuasive terms, it refers to authority and credibility.
- It highlights the credibility and trustworthiness of your argument that can help you persuade your audience to buy your product or service.

ETHOS

- **Example:** As a three-time Olympic gold medalist, I can assure you that this energy drink will improve your fitness and stamina.
- Emphasis on being an Olympic gold medalist showcases the speaker's credibility.
- So, many brands partner up with doctors, athletes, and actors to feature in advertisements to endorse their products.



ETHOS

- Ethos is an appeal to ethics.
- It uses a speaker's authority and credibility as a means of persuasion.
- Ads that feature doctors and athletes use this as a marketing tactic.

PATHOS

- Pathos means “suffering”, “experience”, or “emotion”. As a rhetoric, it refers to emotions and feelings in persuasive terminology.
- This technique lets marketers or advertisers play on the emotions, fears, and beliefs of the audience.
- **Example:** One bag of chips can bring the whole family together. Tugs on the heartstrings, doesn't it? There you have it, pathos.

- Pathos is an appeal to emotion.
- As a rhetorical device, it gets us to stop thinking; and start feeling.
- Christmas-themed ads often use this appeal.



PATHOS

LOGOS

- Logos means is an appeal to logic.
- Your audience can be persuaded if you can present a factual argument that details logic and reasoning.
- **Example:** 99% of the doctors recommend this toothpaste.
- You can use statistics, performance metrics, past evidence, product utility to make a compelling case in your advertisement.



LOGOS

- This one's all about logic and reason.
- It uses concrete evidence to persuade people.
- Ads that use statistics and facts rely on this appeal.

1. Thank you MOM P&G

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

- P&G partnered with Wieden+Kennedy to produce the Olympics' ad series, *Thank You Mom*. It began in 2010.
- The ad series pays tribute to mothers all around the globe.
- It relies on the emotions of love and happiness to showcase the dynamics of a parent-child relationship.

2. *Flex Tape* – Flex Seal

https://www.youtube.com/watch?v=0xzN6FM5x_E

- Phil Swift (presenter), the CEO of Flex Seal lays out all of the necessary information about the product that will influence the viewers.
- The standout aspect of the ad is its over-the-top visual demonstration of how useful flex tape is in certain situations, such as being able to patch anything even underwater.

3. Wiener Stampede – Heinz

https://www.youtube.com/watch?v=G69tAdQ_3Gk

- David ad agency created Wiener Stampede for Heinz that debuted at Super Bowl 50.
- Seeing dachshunds dressed as hot dogs fast approaching their owners who in turn are dressed as Heinz ketchup bottles is just... heart-warming.
- Featuring happy pets in your ads will always evoke the emotions of happiness and joy.
- This is why *Wiener Stampede* ranked first among consumers for purchasing intentions.

4. Believe in a Better Way – Laughing Man Coffee

<https://www.youtube.com/watch?v=ZHcuf4pFftA>

- Laughing Man Coffee was co-founded by Hugh Jackman. His main idea was to give back to the coffee farming community by improving their lives.
- The ad shows the brand's credibility and highlights the farms of Colombia where [most of Laughing Man Coffee](#) is produced. The profits are invested back to provide aid to the farmers.

5. A missions for our oceans – Adidas x Parley

<https://www.youtube.com/watch?v=ogNWB0XIOo8>

- Adidas collaborated with Parley and ultramarathon runner Timothy Olson to bring awareness to how plastic waste is impacting oceans, ecosystems, and coastal communities.
- This ad is a [promo](#) for the series that shows how Adidas is reusing plastic waste to create new shoes for athletes to bring credibility to their new cause.
- To date, the German sportswear giant has recruited over eight million runners and has raised over [\\$2.5 million](#) in funds for Parley's initiatives

6. The man your man could smell like old spice

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

- Old Spice teamed up with Wieden+Kennedy to produce this commercial.
- Sometimes, showing off the attributes of your products using humor and drama is memorable for the audience.
- Theatrics, acting, and script, if done well, can work wonders for your advertisement.
- This ad nailed it and bagged a Primetime Emmy Award. It's also been parodied in many films and series.

7. *I Can Do Better* – Gatorade

<https://www.youtube.com/watch?v=1qE9Uv2VOsc>

- This ad is a modern take on the *Anything You Can Do* commercial that featured Michael Jordan and Mia Hamm.
- Usain Bolt and Abby Wambach constantly try to one-up each other in different drills through humorous content.
- Featuring the fastest man on earth along with a two-time Olympic gold medalist chugging Gatorade Zero builds the credibility of the energy drink.

Write a descriptive paragraph...

- Choose a product
- Choose one of the persuasion techniques
- Think of an advertisement which uses the technique you chose
- **Describe** each process/action of the advertisement

Consider:

- You audience
- Your purpose/goal
- Your vocabulary