

02.03 Assignment Instructions

Analyze the effectiveness of advertisements based on the techniques used.

Complete the chart below by conducting an Internet search to locate advertisements. Use complete sentences for each of your responses.

The advertisements you choose may be written as documents, websites, video ads or audio/radio ads. Be sure to provide an Internet link to each of the advertisements you find.

Advertisement Chart				
	How does the ad use <i>logos</i> ?	How does the ad use <i>pathos</i> ?	How does the ad use <i>ethos</i> ?	Does the ad seem effective to you? Explain your reasoning.
Your favorite electronic device	The ad uses the switch logo at the beginning to get attention. Everyone turns to their TVs when they hear the clicking of the Switch logo at the beginning of a switch ad.	The ad shows Serena and her trainer having a good time playing Mario Tennis and Just Dance.	It is celebrity-endorsed by Serena Williams.	I believe the ad was effective because it showed how fun playing the games are and stamped it with "celebrity approval."
Internet link to the advertisement	www.nintendolife.com/news/2020/12/video_tennis_legend_serena_williams_stars_in_nintendos_latest_round_of_switch_tv_spots			
A vehicle you would like to own someday. (I chose a random car).	The ad shows the logo at the beginning to establish to the viewers that this is a Honda commercial.	The ad says, "Stand out, with the redesigned Honda Accord."	The ad compares specifications to other cars and shows why the Accord's are better than other similar cars.	I believe this ad was effective. The visuals made it look nice, they had good comparisons against other cars, and showed good views of the car.

Internet link to the advertisement	www.ispot.tv/ad/tc9P/2021-honda-accord-redesigned-t2			
A food or beverage that seems healthy	The ad shows their logo at the end on a container of juice with a glass full of their orange juice.	<p>A guy in the ad says "Today, you're just going to be yourself, that's a promise."</p> <p>He also says at the end "Simply unfooled around with."</p>	The ad has a guy telling the oranges that they aren't going to be messed around with. This is their way of telling the viewer that they don't do unhealthy things with the oranges to make the juice.	I think that this ad does a pretty good job of explaining the fact that they try to make natural oranges, and not do unhealthy stuff to them.
Internet link to the advertisement	www.youtube.com/watch?v=4tt6535qBe0			
An amusement park or vacation destination you would like to visit	The ad uses logos to show off each component of their ad. It shows the logo for the park, as well as the rides they specifically advertise.	The ad says, "Unleash your passion to play!"	Ethos isn't full blown put into this ad, as people already want to go here given the fact that this is the first Nintendo park in the world. They don't always need to worry about making sure they go full blown about credibility in their ads, as they already have it as a company.	This ad does a really good job, as it explains the parts of the park, and has really good aerial views of the park to make the viewer want to go there.

Internet link to the advertisement	www.youtube.com/watch?v=YrWWdDNYJHM			