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**Rhetorical Analysis of an Advertising Campaign**

Advertisements are one of the ways of communicating to customers regarding the product offered by a company. They are all over the place designed to lure customers to purchase a product. According to Christopher (12), whether on TV or radio it is difficult to escape them. Advertisements are designed for specific target audience and therefore, each advertisement is designed to convey a message to specific audience regarding the services or products a company offers. It is a multibillion dollar industry and the companies have a unique way of attracting people’s attention to purchase a product. The purpose of this essay is to analyze the use of logos, pathos and ethos as in an advertisement to communicate with the audience focusing on the advertisement Coca Cola Heist.

The use of video for marketing has been an idea method of communicating to the audience. These videos engage its customers and generate excitement around the products. The kind of ad is used to attract new customers and also retain old clients as well. The major target of the ad video “Coca Cola Heist” are young people of both male and female in their late teens and mid twenties. Most companies get the male and female side of the equation in the advertisement get attention and draw an interest of audience to the product. The video used by Coca Cola for advertisement “Heist ad” is very interesting and beautiful like a fairy tale and therefore, very appealing. The Heist ad used by Coca Cola mainly shows the popularity of Coca Cola in a way which makes it interesting for both kids and grownups. The ad is done using scantily clad females who are very attractive and wearing bright color clothing, holding and sharing of a bottle of Coca Cola. The company is trying to use its slogan with their product and applying it in different situations. It shows how much “better it get” when you drink Coca Cola.

The ad portrays a man who is trying to have a nap with a bottle of Coca Cola. A red bug then flies to the bottle and stays on its cap. The grasshopper then hide among the grass buds are having a look while bees from trees are flying to the trophy and push the bottle to fall. The then grasshopper that rolled the bottle away from the man come and aided the work of the butterfly by sitting on the man’s nose so he can take his hand away from path of the rolling bottle. They take it through a stream and roll out to share the bottle and when the man wakes up when he heard the sound of the bottle being opened, he ended up with dozens of butterflies playing fool with him. It is therefore, means that Coca Cola is meant for everyone and even the bugs love it. The bugs pushing and sharing a bottle Coke creates an emotional appeal to the audience. It reflects the affection which everyone have for a bottle of Coca Cola and therefore, attract the audience to buy a bottle of Coca Cola.

**Ethos**

Ethos is regarded as the ethical appeal which is generated by referring to ethical sources (Mick and Mcquarrie 15). However, Coca Cola is a well known brand and it has a strong image in the market. This is because of its many years in existence and the leading beverage producer. The most important aspects of Coca Cola which gives it credibility in the market are its renowned brand and strong image in the market. Coca Cola is viewed as a good brand for many young people and portrays a customer friendly image. The logo and the name of Coca Cola are use in the advertisement to create trust and connection with the audience.

**Pathos**

Pathos is regarded as the application of emotional messages or images to convince the audience (Carroll 18). The emotional used by Coca Cola in the Heist ad induce joy and merriment. The ad shows a man who is resting in the park in the middle of flowers and trees. It shows the bugs having a great fun and stealing a battle of Coca Cola. The nature of the ad set a playful mood and encourages people to have fun with Coca Cola. It is done so that it can have a strong connection with the emotions of the young generation in their teens and twenties in the societies who are the targeted audience of the Coca Cola.

**Logo**

Logos are used to appeal to the audience to buy a product. According to Chetia (20), logos are essential part of marketing strategy because they reflect what the company is and therefore, help in building trust and confidence. The Coca Cola logic is not only about quenching thirst. It is about nurturing a happier moments which are full of fun. The Heist ad one minute ad is full of fun with a nice fitting tune being played in the background that harmonizes the tone and the mood of the advertisement.

It is evident Coca Cola used a mix of element to connect with the audience so that it can drive a deeper engagement. The video ad adds value and creates strong connection to customers and therefore, help in creating digital engagement. It is therefore, attract new customer and maintain old customers as well.

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