Your Name

Instructor Name

Course Number

Date

Advertisement Proposal

The visual which is immediately noticeable is a cute couple of puppeteers who are trying to woo each other and there is a feeling of romance and hedonism that first catches the eye. The facial expressions of the male puppeteer are highly juvenile and optimistic whereas the female puppeteer is looking towards him with an intense expression. The girl is perfectly positioned in the middle of a chocolate-themed window and is playing a flute. The colors of the advertisement are bright and tend to invoke youthful and cordial feelings in the viewers. At the top, there is a question written,

“What’s your love story?”

And at the bottom, there is a suggestion.

“Say it with silk”.

This is hinting towards the brand of the chocolate and the normatively accepted mannerism at the same time. A tag is also there at the extreme right corner of the chocolate and it says, “Limited Edition.”

The intended audience for this advertisement are the young adults or couples who enjoy intimate relations with each other. This is because all the concrete details in the ad indicate towards the two romantic protagonists indulging in the silky feeling exuded by Cadbury Dairy Milk Silk. The above-mentioned details also depict the growing rate of indulgence as the central characters of the advertisement imagine it.

One of the important rhetorical devices used in this ad is ‘Pathos.’ This device tends to elicit pre-determined emotions in the audience (Das). This device intrigues the audience about their romantic feelings and triggers a craving in their minds regarding chocolate and the associated spirits and frames of mind.

Kairos is also used in the advertisement as it suggests that open up your love story with a touch of silk.

**Proposal**

This ad will connect to whatever we have been discussing in the class because the most common use of pathos is the promise of appearing attractive to the opposite sex. The rhetoric devices used in this advert appeal to the senses and tug at the heartstrings of the audience. The big ideas that I want to investigate are that whether the kind of devices used in this advert for age appropriate for little children who are in their impressionable state of minds?

This advert has greatly opened up the horizons of my understanding about different rhetorical devices utilized in advertising (Kergoat). The art of persuasion in advertising has been symbolic and highly significant since decades and will only see innovation in the future to come.

# Works Cited

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Kergoat, Marine, Thierry Meyer, and Alain Merot. ""Picture-based persuasion in advertising: The impact of attractive pictures on verbal ad’s content."." *Journal of Consumer Marketing* (2017).