

# Advertisement chart

[Business](#), [Marketing](#)



## AdvertisementChart

How does the ad use logos?

How does the ad use pathos?

How does the ad use ethos?

Does the ad seem effective to you?

Explain your reasoning.

Your favorite

electronic device

The video uses logos by saying that the iPhone 4s has 8 megapixels and all new optics which makes it more than the leading competition.

The video uses pathos by saying Siri is an amazing assistant that listens to you and understands you when you need her.

The video uses ethos because it explains that it uses the dual core A5 chip which gives the phone twice as much processing power as its previous model.

Yes, because it uses all three techniques to convince the consumer

Internet link to the advertisement

<http://www.youtube.com/watch?v=KxvRvry09Yo>

A vehicle you would

like to own someday

The video uses logos by saying that the door panel is really hard to make and it makes the car look amazing

<https://assignbuster.com/advertisement-chart/>

The video uses pathos because it says for people's feelings that it gives you a fun driving experience that people will like

This video uses ethos because it says it drives smoother than all other cars in its category

Yes, because it reviewed almost everything on the car and it told me the negatives and positives of it.

Internet link to the advertisement

<http://www.youtube.com/watch?v=8m5St2H7Cb0>

A food or beverage

that seems healthy

This document uses logos by explaining that yogurt can help against gum disease.

This document uses pathos by saying that by consuming yogurt it boosts health and your immune system. This has to make someone happy knowing their health is really high.

This document uses ethos because it says researchers from Japan analyzed dietary intakes from nearly 1,000 adults and found those who consumed the highest levels of dairy (including yogurt) had the healthiest gums.

This ad seems effective to me because it shows a ton of facts about yogurt and how it can benefit your body.

Internet link to the advertisement

<http://www.eatingwell.com>

<https://assignbuster.com/advertisement-chart/>

com/nutrition\_health/heart\_healthy\_diet\_center/top\_15\_heart\_healthy\_foods? page= 2 An amusement park or vacation destination you would like to visit This article uses logos by saying that this beach has completely white sand and the water is so clear

This article uses pathos by a person saying “ it makes a great place to hang out and visit when I'm in the mood for the whole WHOO HOO I" M ATTHE BEACHTHING.”

This article uses ethos by saying that the beach is one of the best improvements in Floridian beach history.

Yes this ad seems effective because it explains a ton of mixed reviews for people who have been to that beach

Internet link to the advertisement

<http://www.yelp.com/biz/clearwater-beach-clearwater-beach>

Sources

Title, URL, and Date of Access

Central Idea

Teens will listen to other teens in ads [http://www.utalkmarketing.com/pages/article.aspx?articleid=14465&title=teens\\_will\\_listen\\_to\\_other\\_teens\\_in\\_ads](http://www.utalkmarketing.com/pages/article.aspx?articleid=14465&title=teens_will_listen_to_other_teens_in_ads) June 30, 2009

The most effective ad content for reaching teens are those that show other teenagers using the product and enjoying it, according to a new study from Fuse Marketing. Advertising to teens <http://suite101.com/a/advertising-to-teens-a14289> February 23, 2007

<https://assignbuster.com/advertisement-chart/>

Marketers love teens because teens burn money on the advertisements they put up. Teens in the Crosshairs: Is Targeted Marketing Ethical? [http://www.american.edu/american\\_today/campus-news/20110914-Kogod-Now-Targeted-Marketing.cfm](http://www.american.edu/american_today/campus-news/20110914-Kogod-Now-Targeted-Marketing.cfm) September 14, 2011

Teens are getting more obese due to advertisements. Ethics in Advertising [http://www.aef.com/on\\_campus/classroom/speaker\\_pres/data/6000](http://www.aef.com/on_campus/classroom/speaker_pres/data/6000) 2006

People in advertising spend a lot of time on their ethical choices.

Is Advertising to Teenagers Ethical? Media's Influence on Body Image and Behavior [http://digitalcommons.bryant.edu/cgi/viewcontent.cgi?article=1011&context=honors\\_marketing](http://digitalcommons.bryant.edu/cgi/viewcontent.cgi?article=1011&context=honors_marketing) April 2013

An examination of the ethics involved in advertising to adolescents. Specifically, a content analysis and survey research was conducted dealing with how television commercials and magazine advertisements targeted towards males ultimately affect female body image and behavior.

Are advertisements aimed at teenagers effective? And, are they ethical?

Yes, these advertisements are effective because they cause teens to want try these new things including food, electronics, amusement parks, etc. These same advertisements cause a huge monetary gain towards the things advertised and cause obesity due to the unhealthy food. I think they are unethical because psychologists who help advertisers are essentially helping them manipulate children to believe in the capitalistic message, when all the evidence shows that believing in that message is bad for people.

<https://assignbuster.com/advertisement-chart/>

URL/Link to Ad: <http://www.youtube.com/watch?v=IKDkDjQHPuA>

What does the ad seem to say about gender?

What does the ad seem to say about race or ethnicity?

What does the ad seem to say about social status?

What seems particularly effective or ineffective about the ad? This says that the gender is diverse through smoking.

This says that race is diverse through smoking.

This says that only the cool crowd smokes.

The thing that is effective is the teens are all dead at the end so it shows not to follow people who smoke.

URL/Link to Ad: <http://www.youtube.com/watch?v=p8IAkbWJNfY>

What does the ad seem to say about gender?

What does the ad seem to say about race or ethnicity?

What does the ad seem to say about social status?

What seems particularly effective or ineffective about the ad? This ad does not show any genders but I suppose this is for all genders.

This ad does not show any races so I suppose it is for all races.

This says that the iPhone 5c is different colors so it fits different people.

The ineffective thing about this ad is it does not show anyone using it in action.

URL/Link to Ad: <http://www.youtube.com/watch?v=9LzMtL6cT4I>

What does the ad seem to say about gender?

<https://assignbuster.com/advertisement-chart/>

What does the ad seem to say about race or ethnicity?

What does the ad seem to say about social status?

What seems particularly effective or ineffective about the ad? This shows gender diversity putting a boy and woman

It only puts white people in the ad. There is no diversity.

There is nothing involving social status because anyone can get McDonalds.

The thing that seems effective is it shows people enjoying their meal.

URL/Link to Ad: <http://www.youtube.com/watch?v=SvdZTwaJB80>

What does the ad seem to say about gender?

What does the ad seem to say about race or ethnicity?

What does the ad seem to say about social status?

What seems particularly effective or ineffective about the ad? There is no gender involved but mostly teenage boys will play these games.

There is no race involved so it is diverse.

The ad says that this game is cool so you have to play it if you are cool.

The ad uses gameplay from the games and shows that these games are really cool

URL/Link to Ad: [http://www.youtube.com/watch?v=7Rub\\_G-HiYA](http://www.youtube.com/watch?v=7Rub_G-HiYA)

What does the ad seem to say about gender?

What does the ad seem to say about race or ethnicity?

What does the ad seem to say about social status?

What seems particularly effective or ineffective about the ad? This says gender is diverse by saying there is two woman and men.

There are only white people in this commercial.

There is nothing about social status.

The thing that is effective is it uses comedy and shows the food that is being advertised

### Thesis Statement

Advertisers, in an effort to market their products, utilize many different strategies (some are effective and ineffective) to appeal to the ethical, logical, and emotional make up of consumers.

### Outline for Effectiveness of Advertising

Topic: Effectiveness of advertising

Purpose: To explain my position on the Effectiveness of Advertising Thesis

statement: Advertisers, in an effort to market their products, utilize many different strategies (some are effective and ineffective) to appeal to the ethical, logical, and emotional make up of consumers.

### Table of contents

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I. Introduction

A. The purpose of this outline is to explain what causes the effectiveness of



advertising. I will explain the different methods advertisers use to create interest in their products. They market to different demographics that include age and ethnic groups. To accomplish this, they use different strategies.

## II. Methods of Advertising

### A. Ethos- Marketing based on credibility

1. Example of iPhone 4s with more power- dual core A5 chip

### B. Pathos- Marketing based on emotional appeal

1. Example of anti-smoking ad- don't follow the crowd

### C. Logos- Marketing based on logical appeal

1. Example of iPhone 5c ad- different colors for different people

## III. Conclusion

A. Some examples in advertising show effectiveness based on their results while others are ineffective. 1. iPhone marketing effective due to sales numbers

2. Based on statistics, some anti-smoking ads are not considered effective because smoking with teens has remained flat.

## Body Paragraph for effectiveness of advertising

To begin with, Ethos is marketing based on credibility. For example the