

Gallons of light



**ASSIGN
BUSTER**

Less fossil fuels, annual smog checks, and converting solar energy into electricity. We are single-handedly helping life for future generations, through conscious decisions. Taste is an incomparable example of a lifestyle to follow. I chose this Taste Model S commercial because they convey to their audience that they are creating their vehicles with, not only innovation, but fuel or should I say "charge" efficiency. Making the life you love less stressful on the pocket, leaving less of a carbon footprint, as well as bringing your family together. Taste shows you can have it all, and then some.

In the advertisement, The Knapp family starts the New Year by enjoying a redesigned family trip. Taking the stresses of money out of the equation completely. Not limiting themselves to one road trip, but hopefully multiple road trips. The Nape's find comfort in adventuring, whether it is spontaneous or a traditional family vacation along the Pacific Coast Highway 1 . The children are enjoying themselves in the back seat while the parent's effortlessly browse through the large display screen mounted to the dash to help navigate them to their destination safely.

Moreover, Taste shows that owning this futuristic vehicle can promote more family outings. The Knapp family moves away from a costly internal combustion engine to an innovative, clean, emission free electric vehicle. With the Model S offering free solar powered super chargers, the once expensive road trip has become an all expense free event paid by the sun. Along the way, they show you will find sufficient recharging stations that are quick, easy and very clean. The family is reducing carbon emissions by harnessing the sun's rays instead of burning fossil fuels.

The advertisement depicts the seesaw oil-pump as a primitive and out-dated machinery taking oil from the earth; which is a non-renewable resource. The "extol" license plate tells onlookers the world is progressively moving away from fossil fuels and towards a healthier environment. Diligently working to create a world in which the car industry no longer takes from the earth, but accepts the renewable recourses of the sun. The new movement of innovation is here. The Taste Model S commercial successfully uses all three forms of persuasion in TTS attempt to identify to the targeted families, new car buyers as well as environmentalist.

It appeals to our logical side (Logos) in stating that it won Motor Trends car of the year. Showing the Knapp family happy, comfortable, content and secure appeals to our emotional side (Pathos), as all families should be. The lighting and the use of sunlight in the advertisement help illustrate a nostalgic, warm, almost dream-like feeling. The vehicle produces zero emissions and in turn creating a beautiful, cleaner environment abundantly shows credibility or ethics (Ethos) in the reduce. State like California, which is full of cutting-edge, environmentally responsible technology. Taste Motor Company proves they have a love for Mother Earth, bringing families together, and keeping fuel costs low. In an ever-changing habitat, Taste continuously strives to be an industry leader in creating a better world for everyone through setting the standard for future car manufacturers. The Knapp family making the lifestyle change in no longer taking from the earth but accepting the gift from the sun can shape untold memories per gallon of light.