

Ethos, Pathos, Logos Ad Essay

Rhetorical Analysis, Rough Draft

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Pepsi is one of the top beverage's brands and manufacturers in the world. Aside from its vast product portfolio with numerous flavors, this brand is also known for its exceptional marketing capabilities and advertising campaigns. Citizens and purchasers can identify the Pepsi brand by its name and its logo easily among a large group of other drink brands. This level of brand awareness is not possible without the years of investments that the beverage giant has made within marketing and advertising. Pepsi is known for creating some of the most entertaining and prosperous campaigns in the business world.

In recent years, Pepsi's approach to its marketing aspect has changed. Digital advertising is now one of the company's central focuses and emphasis. However, its marketing videos and advertisements have always been a focal element in its marketing strategy. These videos and advertisements apart from generating anticipation around its products also aim to engage its customers. They work to attract new, as well as retain old customers. One major aspect about Pepsi's marketing strategy is that it targets the young customers. The more interesting an advertisement is, the deeper will be the level of customer engagement made possible through it. Pepsi's heist advertisement video is interesting like a fairy tale and just as beautiful and appealing. This is an analysis of the Pepsi Halloween ad and its rhetorical elements and persuasive techniques.

When people think of soft drinks or sodas, one of two companies come to mind: Coca-Cola or Pepsi. Both companies dominate the global industry in soft drink and beverage sales. With such a global presence among the companies, there is an obvious conflict between the two giants of soft drink companies. This is seen daily, whether it is on television, magazines, or billboards; it is not hard to find an advertisement for either company. Recently, Pepsi posted a

Halloween advertisement taking a swipe at Coca-Cola. It showed a can of Pepsi wearing a cape that looked like a can of Coke. Above that, it said, “We wish you a scary Halloween!”

Pepsi use of the rhetorical appeal, logos, like Coca-Cola, is not prominent in this advertisement either. The Halloween advertisement was a unique response from Pepsi. Pepsi likes to go after Coca-Cola, while Coca-Cola tends to take the high road. For years it has been Pepsi making the attacks with no response. From a logical standpoint, humor can be used to make an advertisement more memorable, that is not easily forgotten. But a negative consequence of this is it provides publicity to both companies; good and bad it still gets the viewer thinking about both soft drinks.

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The rhetorical appeal, ethos, plays a key factor in this Halloween advertisement. The creator of this advertisement, Pepsi, is one of two majors soft drink producers. Pepsi, while not having as much time as Coca-Cola to establish themselves, is better known as well all around the world. The viewers can assume that Pepsi is attempting to make fun of Coca-Cola and bring in more Pepsi consumers and drinkers with a Halloween theme. Fans and supporters of Pepsi will see this advertisement as an attempt to encourage others to drink Pepsi because Coke is “scary.” Yet, fans of Coca-Cola may not be aware of the war between Coca-Cola and Pepsi and could see it as an attempt to label Coca-Cola drinkers as scary or impacted in a light-hearted way.

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The 'pathos' refers to the use of emotions in messages or advertisements to persuade the audience. The emotions that the Pepsi advertisement evokes include joy and merriment. The ad shows the pigs having fun and stealing from Coca-Cola's sense of humor. The tone of the advertisement sets a playful mood and encourages fun with Pepsi products. This is done to connect with the emotions of the young generation.

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Logos, or the logical appeal, is about the use of logic to persuade the consumer or the audience to buy the products or services. Pepsi's logic is not just to quench thirst. It is about creating happier moments full of fun. The one-minute-long ad is full of fun with a fitting tune playing in the background that complements the tone and mood of the advertisement.

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In this way, Pepsi uses a clever mix of the three elements to connect with its audience and drive deeper engagement. During recent years, digital engagement has become an especially important focus for the soda brands. However, these video ads apart from driving engagement also serve to attract new customers. This advertisement was highly popular because of its unique composition and the elevated level of creativity. The bugs and their theft of Pepsi can excite the audience's emotion and fill people with joy. It attracted more than one million views on YouTube alone.

this was meant to be focused on a print ad. This sounds like you used a video.

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