

“Bulk B*tches Only, Come to the Ball”

I personally think there is a lot of power in comedy, it has always been there to get me through any hard times. I chose this ad because it's not really the traditional advertising format, yet still makes you want to go to Costco- or at least be immersed in the Costco experience. I think SNL does a fabulous job at highlighting Costco's perks while keeping things hokey and fun. The ad revolves around the idea that teens are too young to be interested in shopping at Costco, as opposed to the middle-aged folks who actually have memberships. Each song that Glitter Revolution performs uses ethos and a bit of pathos, basing each piece on things that are actually related to the Costco shopping experience. Pathos comes in as they are trying to relate to a younger crowd despite being ages 30, 31, and 45. Examples include: “Big Bulky B*tches”- a song about all of the bulk appliance/food options, ranging from peanut brittle to humidifiers to “a can of tuna that's one foot tall.” “The Costco Restaurant Song”- touches on the affordability of the food in Costco food courts, and if you have a dollar-fifty “you can buy me hotdog.” The last song they perform puts all other stores in the dark because they know Costco is better. There are free samples everywhere, items for anyone and everyone, a food court that is to die for, and a car mechanic so you can get some tires, “SLAY CAR!” I don't know about you, but I am thoroughly convinced that Costco is better than other stores. Where else can you get everything you need that isn't giving more money to Mr. Bezos? Amazon is quaking in her boots once again. I think the

most persuasive element of this ad is the pure truth that they are sharing: free samples, bulk items, cheap food court items, all of the things that make Costco the best store ever, at least in my mind and hopefully yours.