

Final Fantasy XIV Video Advertisement Analysis

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COM640 Persuasion

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Video advertisements present an opportunity for using a variety of persuasion techniques. This paper will analyze persuasion elements used in an ad for the massively multiplayer online roleplaying game, Final Fantasy XIV. The ad can be found at the following link:

<https://www.youtube.com/watch?v=j8aS43vOSUU>.

The advertisement follows an adult woman as she tours a gym to which she has a free trial membership. She encounters another woman who explains to her throughout the advertisement why a free trial of Final Fantasy XIV would be a better way to spend her time. At the end of the advertisement, a male actor dressed as a male game character is shown. The advertisement is shot straight on at about eye level for all clips, likely to give a feeling of walking alongside the subject. The target audience appears to be adults with an interest in video games. This advertisement is one of a series of advertisements in which the same woman convinces a subject that they should try a free trial of Final Fantasy XIV. The subjects she is convincing vary in gender and race. I believe they made this choice for the series of advertisements to emphasize that the game is for anyone with an interest in video games.

The white balance of the video is slightly cool. According to Filming Art Academy (n.d.), “Cool color temperatures tend to create a more sterile, clinical, or detached atmosphere. They can evoke a sense of unease, isolation, or intensity.” When the characters walk near the gym’s treadmills, clips of Final Fantasy XIV are playing on television screens on the wall. In contrast to the gym scenes, the content playing on the televisions is warm in temperature. Warm

temperatures are used in videography to create feelings like comfort, coziness, and romanticism (Filming Art Academy, n.d.).

The advertisement shows exaggerated scenes in the gym that could be unpleasant. For example, it opens with a professional trainer yelling at a patron. Later, it shows another patron grunting and yelling loudly while the woman explaining Final Fantasy 14 makes a comment about how much he's sweating. Last, it shows a cycling class with loud music and describes it as a "ridiculous pedal party." All this portrays the gym as uncomfortable in contrast to the idea of playing a video game at home. The advertisement ends with "Join 20 million adventurers worldwide."

The advertisement used the liking, unity, social proof, and consistency principles of persuasion. The advertisement highlighted elements of the gym trial the viewer likely wouldn't like and contrasted them with parts of the game that they would like. Showing this understanding of the viewer and their likes and dislikes, as well as the humor used throughout the advertisement were used to influence the viewer to like the speaker. This is an example of using the liking principle (Cialdini, 2021). The same parts of the advertisement were used to create a sense of relatability to both the speaker and the woman doing the free trial as they like and dislike similar things. This is an example of the unity principle (Cialdini, 2021).

This advertisement and the others in the same series compared different types of free trials to a free trial of Final Fantasy 14. This brings to mind a message like, "You've done other types of free trials, why not this one?" This is an example of the consistency principle (Cialdini, 2021). The advertisement ending with, "Join 20 million adventurers worldwide," is a nod to the

large number of people already enjoying the game. This is an example of the social proof principle (Cialdini, 2021).

There are several changes I would make to improve the persuasiveness of the advertisement. First, I don't think the portrayal of the gym was effective. Someone who joins a free trial for a gym is expecting people to be working out and may enjoy things like cycling classes. It would have been more effective if the gym was overcrowded, equipment was broken, staff was rude, or something that was both unpleasant and unexpected. This could also avoid potentially alienating consumers who enjoy both video games and going to the gym.

Alternatively, the advertisement could have emphasized the hassle of getting ready and traveling to the gym along with unexpected problems at the gym compared to the convenience of staying at home. Additionally, the advertisement could have enhanced its use of the social proof principle by including ratings or reviews of the game in the final scene with the quote about the number of users.

References

Cialdini, R. B. (2021). *Influence, New and Expanded: The Psychology of Persuasion*. Harper Collins Business.

Filming Art Academy (n.d.). The Role of Color Temperature in Filmmaking.

<https://filmingartacademy.com/articles/the-role-of-color-temperature-in-filmmaking#:~:text=Cool%20color%20temperatures%20tend%20to,the%20starkness%20of%20a%20setting.>