

Coca-Cola Ad Critique

Name

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An interesting advertisement to discuss would be one where a man is having a good time while drinking a cold Coca-Cola. As he returns to take the bottle, he realizes that it's not there. However, there was a penguin behind his chair that was drinking the cold Coke. This is a beautiful example of how ethos, logos, and pathos are used with the intention of persuasion in ads.

Ethos implies the use of credibility (Sproat, 2012). The flier has Coca-Cola's logo at the top, and this is a logo that is associated with popularity as it is known all over the world. Moreover, the poster appeals to ethos because of the label that is on the penguin's Coke bottle. Subtly, this is meant to persuade consumers to select Coke instead of other brands despite its high price.

Logos means the application of reason and influencing the mind of the consumer (Sproat, 2012). An appeal to logic is the fact that they choose to have a penguin in the advertisement. They communicate the message that Coke is so great that a penguin would travel to a tropical beach to get it. This is logical because if there were to be a journey from the South Pole to a tropical beach, it had to be for a good cause. This demonstrates to the audience that Coke is pleasing and worth buying.

Pathos entails the use of emotion to persuade (Sproat, 2012). The ad effectively does this through displaying joy and craving that influences the purchase of the Coca-Cola. The advertiser is targeting a young audience, and this can be proven. For instance, the penguin is euphoric and is holding a Coca-Cola. This was entirely intentional, and the mission was to connect the consumer with the young adventurous spirit in themselves.

All in all, Coca-Cola generates thousands of ads annually, but this particular one is an interesting example of how they use ethos, logos, and pathos to convince consumers to buy Coca-Cola.

References

Sproat, E. (2012). Purdue OWL: The Rhetorical Situation. Retrieved from  
<https://owl.english.purdue.edu/owl/resource/625/03/>