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Brisk Tea

Brisk Tea demonstrates and effective visual argument with their Star War ad. They make use of a target audience, rhetorical strategies and matching the visual ad to their printed message.

The Brisk Star Wars commercial adversities the Brisk Tea refreshment. Brisk Tea is part of the Pepsi Lipton Tea Partnership. These power house brands drove Brisk Tea sales past the billion dollar mark in 2012 (“Brisk® Iced Tea's Bold Approach…”). Pepsi and Lipton accomplished this feat with a series of strategic ads. These visual commercials were designed to be bold and different. One such ad catapulted Brisk ahead of the competition. In this commercial, Pepsi and Lipton used the 3-D re-release of Star Wars the Phantom Menace to their advantage in a scene where two characters from the series engage in a duel. The Sith Lord, Darth Maul, challenges the Jedi Master, Yoda, to a fight. Before the battle, they exchange some good guy, bad guy banter. The insults are followed by Yoda dropping a vending machine on Darth Maul. This comical finale really sums up what the Brisk add campaign is about. They aimed to be different.

To see the full picture of what Brisk is about, it’s also important to analyze the ingredients and packaging along with their ad campaign strategies. This product contains high levels of caffeine and sugar mixed in with tea. Brisk uses vibrant colors on their labels with bold graphics. The designs and shapes of the patterns contain lots of sharp edges and thick lines. Brisk is extremely open about their edginess and the design content supports this fact. The loudly colored beverages come in various sizes in plastic bottles and aluminum cans.

At first glance Brisk draws in the teenage and young adult crowd. The ingredients caffeine and sugar along with brightly colored labels easily pulls this age group in. The pop culture references to current cinematics also reaches toward said age bracket. Even though Brisk is a product of Lipton, Brisk Tea has a entirely separate webpage from the parent brand. The Lipton webpage looks very mellow, contains pictures of middle aged women and an overall graceful presence. However, the Brisk webpage is at a different end of the spectrum. The page looks more like social media than a professional brand. Lots of moving graphics, videos and interesting pictures (“Brisk Kinda Out There”). Brisk branches off from Lipton’s audience and focuses on the teenagers to young adults.

Pepsi and Lipton combined several rhetorical strategies to deliver their message. For instance, the humor between Darth Maul and Yoda is extremely evident. At the beginning of the fight, the Sith Lord’s lightsaber keeps malfunctioning. As he tries to switch the weapon on, it short circuits and Darth Maul flies across the screen. He finally lands in a heap of junk from the janitor’s closet. On the next attempt, two flags popped out from his sword. Yoda looked totally unimpressed and said “Wrong button…”. These silly images continue until Darth Maul stumbles into a vending machine. He was clearly off balance because he was sleep deprived. After he smashed the front, he ends up on the floor in a puddle of Brisk Iced Tea. His body started to absorb the liquid like a sponge, then his eyes light up. The liquid woke him up! He jolted up right and finally got the lightsaber working. The stars finally lined up for Darth Maul after in his moment of strife. Then after that very brief moment of triumph, Yoda drops the vending machine on Darth Maul. The end.

The strategy of humor pervades through this ad. The witty banter and physical humor demonstrated this concept well. Pepsi and Lipton also rely heavily on two elements of the human condition. Sleep deprivation and long nights; both common in their target audience of teenagers to young adults. The visual medium also plays a role. The whole add is computer generated to look like a cartoon. But rather than being smooth and elegant, it feels more disjointed and rugged. Almost like a sip of caffeine and raw sugar. The final scene when Yoda dropped the machine on Darth’s head also added irony to the list.

For Brisk, the visual coincides with printed ads as well. In the commercial, the characters were portrayed in a choppy cartoonish manner. This unorthodox method of graphic design compliments the loud labels found on the product. Since this product is aimed at the younger generation, their website contains the majority of their printed advertising. Just a glance at the website is almost enough to trigger a seizures. There are plenty of bright colors and moving graphics along with strobe effects. The humor and boldness of the Star Wards ad mixes well with the campaign slogan “It’s Brisk Baby!”.

The Star Wars ad leaves a lasting impression on a viewer. The comical back and forth banter between the characters lightens the mood and sets a fun tone for the rest of the scene. Darth Maul really captures the effects of a long night. He stumbles around, constantly bumping into walls and falling flat on his face. This appeal to the human condition draws a crowd in. The quick pace keeps the audience’s attention as well, there is hardly a break in the action. The final seconds when Yoda dropped the vending machine added a cherry on top of the already sweet ad. Overall, this add succeeded on its mission to be bold and different.

Works Cited

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