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Pepsi Persuasion

Has an advertisement ever convinced you into buying their products? You might think that most advertisements could never persuade you into buying something. Advertisements actually use many strategies and tricks to get you to buy their product. This advertisement does a great job convincing people to buy their product by making people associate emotions with the soda, making people more likely to be inclined to purchase. This Pepsi Max ad appeals to a younger audience who drink soda, uses vibrant colors, and makes people associate happy and fun emotions with a simple can of soda.

This Pepsi Max add uses a dark background to make the brightly colored Pepsi can stand out. It has paint splattered behind it to give it an extra gleam of light. They use colors to make the Pepsi can almost pop out of the picture to make it look fun, exciting, and to really catch some eyes. If they used less vibrant more plain colors, it wouldn’t come off as upbeat as it does. The can is squished up into a smiley face with bright white teeth. In large letters at the top it says, “MAXIMUM TASTE, NO SUGAR”. This add is physically constructed to get attention, even if it’s for a brief second, and make someone crave a Pepsi Max soda. The audience for this advertisement is anyone who is drinking soda and wants to be healthier, or anyone who wants something better tasting but still supposedly good for the human body. This advertisement is saying that if someone doesn’t like the flavor of diet soda, but still want no sugar and all the taste, drink pepsi max. The can almost looks like it is exploding. This advertisement would be found in a magazine, on a billboard, or virtually anywhere on the internet.

This advertisement uses ethos, pathos, and logos very well considering how simple it is. It uses logos by simply stating that it has no sugar. This is actually very powerful by itself by using only 2 words to persuade a person into buying this product. This one picture is absolutely filled with pathos. Every time someone drinks pepsi max they get a satisfying smile according to this advertisement. It makes the audience associate happiness with a can of soda. It uses bright colors to make them associate the soda with fun and vibrance.

It uses the word Maximum which doesn’t even mean anything they just say it to sound cool and make the product sound more flavorful than it really is. This part of the advertisement is misleading but does a very good job at persuading someone into drinking pepsi max. They say “Maximum” and “no sugar” to trick one into drinking this soda because it is healthy but still has the “max” taste. Maximum taste could mean different things to different people and they aren’t even comparing it to anything. They also make it sound healthy because it has the best taste with no sugar. The can almost looks like it’s a sparkling treasure waiting to be bought, almost like the holy grail of all soda’s. It is made to stand out against other diet sodas by making this one look like the crown jewel of them all.

By making the can look like it’s exploding, it gives the impression that the flavor is tasteful to the extreme. They used this explosive effect to create sort of a metaphor that the soda will also explode in your mouth full of flavor. This is also a way that they used pathos to appeal to your emotions. This advertisement uses ethos to appeal to their younger audience by using bright colors, making the can look more fun and happy, and by making the Pepsi can look cool. By making it look the way they did, it relates more to a younger or teen audience who would be more likely to buy their product. Pathos is the most used rhetorical device in this advertisement because of the amount of emotion it has. They do such a good job making one want to feel the emotions that are associated with this can that it is the most persuasive part of this ad.

Overall this advertisement does an amazing job appealing to your emotions and your logic. They used pathos by using the smiley face, by using the words maximum, and by making the can look like an an explosion They also did a great job associating the flavor and brand of the soda with positive, fun emotions. They used ethos by making the can look fun and vibrant so it appeals to a younger audience. It uses logos by simply stating the fact that it has no sugar in it. By using these three rhetorical devices, they made an extremely persuasive add which is impressive considering how simple it really is. The thoughts and time put into this one single picture are unbelieveable, every single detail has a purpose.