

MA#1 Rough Draft

Ad:

https://www.youtube.com/watch?v=uJ9pNQrz0fA&ab_channel=AnthonyKalamut%28SouthsideAdGuy%29

Rhetor:

- Coinbase(crypto exchange platform)

Audience:

- Intended
 - Sports fans
 - Tech-savvy people
 - Older people who have interest in crypto
- Invoked:
 - Those who scanned the QR code out of curiosity
 - Our Class
- Unintended:
 - Non-Americans

Message/Purpose:

- Scan this QR code to claim free Bitcoin
- The simplistic design combined retro elements(bouncing DVD effect) with a modern twist (QR code).

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- Created urgency to scan QR code before it went away

Medium:

- A Super Bowl commercial
- Website (where the QR code directed viewers for sign-up and Bitcoin claim).

Context:

- The ad was created during the crypto boom,
- A television ad that broke conventional norms, like actors and narration.

Ethos:

- Coinbase was a well-known cryptocurrency exchange
- Since it was aired during the Super Bowl, it added credibility.

Pathos:

- The bouncing DVD screensaver effect evoked nostalgia

Colin Cano

- The mystery and simplicity of the ad sparked curiosity
- The limited-time offer of free Bitcoin created excitement and a sense of urgency.

Logos:

- scan the QR code to claim free Bitcoin.
- Low-risk opportunity. No cost to scan which made it an easy decision.