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).
* 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
* 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.