

Jimmy Johns Beefy Black & Bleu

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On October 25th, 2021, Jimmy Johns introduced their brand new limited-edition menu item, the Beefy Black & Bleu Sandwich. It was set to be sold in all their restaurants for a whole week. To advertise the release of their new sandwich, Jimmy Johns decided to construct a large billboard to attract drivers to try out their new sandwich. In Jimmy John's mission statement, they state, “ Everything about Jimmy John's – from the menu, to the marketing, to the franchise management – is about keeping it simple. No games or gimmicks. Bottom line, we make gourmet sandwiches and we avoid anything that complicates the process or our image.” Within the field of fast food advertisement, the Jimmy John's Beefy Black & Bleu billboard is a visual work of art with persuasion. Its bold imagery calls out to commuters to try their new sandwich.

Jimmy John's billboard seems to be located in a high traffic area, which captures the attention of people passing by. The unique features include a large image of the sandwich they are advertising, which scratches past the borders of the display. The sandwich is set against a dark background so it stands out, and the text uses bold colors that contrast with the background to be much more visible from a distance. I chose this billboard for my analysis because it is visually appealing. The colors of the image and text make it stand out and are easily noticeable. The content is direct and has a strong presence.

The subject of this billboard is the promotion of Jimmy John's new sandwich, dubbed “Beefy Black & Bleu”. The billboard helps portray the topic by providing a vivid and large image of the new sandwich set against a black background, which allows the vibrant colors of the sandwich and its ingredients to pop out at the viewer. The contrast between the dark background and the sandwich also suggests to the viewers that this sandwich is different from others. Jimmy John's decision of the subject helps attract customers that are looking for something new.

The target audience Jimmy Johns is trying to attract are commuters who value novelty and taste. The image of the sandwich steers the visual focus of the driver away from a monotonous road and onto the vivid image of Jimmy John's new menu item. The image will especially appeal to those who are hungry, as the bright colors of the sandwich will attract the driver and any passengers and persuade them to buy the sandwich from Jimmy Johns. The messaging is persuasive to those who are looking to indulge in some sort of food. It possibly even creates a craving that didn't exist previously.

Jimmy John's purpose behind this billboard is to attract potential customers towards their restaurant and have them try their sandwich while using the message of the sandwich being available for a limited time to create a sense of urgency. They are basically saying, "Eat it while you can." Its appeal caters towards the universal feeling of hunger and the desire to experience new things. Jimmy John's suggestion that this is an experience that shouldn't be missed as the Beefy Black & Bleu may never be an available menu item ever again helps bring up a desire within people to come and try out their brand new dish. They are using the appeal of *kairos* to attract more customers.

It is safe to assume that this billboard is placed beside a highway based on the size of the structure the board is attached to. Being placed by a highway means that in situations of high amounts of traffic, exposure of Jimmy John's new sandwich is guaranteed. The billboard needs to make a strong impact because in this day and age, marketing messages are constantly thrown in consumers' faces everywhere, so Jimmy John's knows they need to create something that will keep people thinking about them. That is why the billboard portrays a large sandwich claimed to be filling and takes advantage of the novelty of their new menu item.

The ethos of Jimmy John's brand is displayed within the vivid image and wording of the billboard while using the appeal of their reputation. They are known for their quality ingredients and good service, which can be recognized through their billboard. Jimmy John's credibility is essential for ethos; it doesn't need to be stated because it's built into the visual language of the advertisement. The audience's knowledge of the brand's values is assumed, which aligns with their expectations of quality and speed.

The pathos within the board is clear. The design of the board is meant to bring out sensations of hunger and create a sense of urgency. The clear image of the sandwich is meant to cause people to desire it. The "limited time" message creates the sense of urgency and instills the fear of missing out within the viewers, which goes back to the appeal of kairos that was mentioned before. The incorporation of pathos within the billboard brings about the urge to act quickly and buy the sandwich from Jimmy Johns.

The appeal of logos is not as apparent, but it can be assumed that the clean and safe arrangement of the image of the sandwich along with the chips and drink bring people to come to the conclusion that their new sandwich is a satisfying meal. There is a rational appeal behind the message of the billboard basically saying that his sandwich is new, it is good, but it will not be around forever. This statement gives viewers a logical reason to go to a Jimmy John's restaurant and try out this new sandwich.

Kairos is an important appeal to this advertisement. The sandwich is offered for a limited time, which puts the thought into viewers' minds that they need to try the sandwich as soon as possible. They are stating that now is the best time to try out their new sandwich before it is gone. This aligns with the audience's desire to experience the sandwich in a timely manner. Nomos is not apparent as the billboard doesn't address any laws or social norms.

The "Beefy Black & Bleu" billboard from Jimmy John's takes advantage of a range of rhetorical elements, the main ones being ethos, pathos, logos, and kairos to persuade the viewers of the billboard to come and try out their new sandwich. The billboard takes advantage of the company's credibility, the viewers emotions and sense of urgency, and provides a logical reason for viewers to buy the sandwich.

Jimmy John's billboard stands as a powerful advertisement incorporating many different rhetorical appeals. All these appeals work together to influence the viewers desire to try out their new item and attract more customers to their establishment.

References

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