Module Five Written Assignment – Analyze Three Advertisements

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Author Note

Submitted to Professor Yarger, for Intro to Critical Thinking, on 3/10/19

Three Advertisements

## Car Thief | Allstate Mayhem – Allstate Insurance

This advertisement is targeted toward middle income automobile and home owners. The ad is very entertaining as it injects a lot of humor while enacting a potential real-life scenario playing out of a homeowner witnessing a thief steal his car and damage his property through his security camera app. The product being advertised is automobile insurance. The ad does makes cogent arguments as it implicitly states, “It happens.”, “If you have cut-rate car insurance, paying for this could feel like getting robbed, twice.” and “So get Allstate and be better protected… (Allstate Insurance, 2019).” While these are provable statements and valid reasons to purchase car insurance from Allstate, they are quite vague and include fuzzy wording. The most powerful tool of the Car Thief commercial is its appeal to pathos by way of its endearing humor throughout; concluding with the stylized image of ‘good hands’ and a rhetorical question, “Are you in good hands? (Allstate Insurance, 2019).” With that, the ad is able to hold the audience’s attention and leave them with a positive connotation as it ends.

## HomeAway TV Commercial, 'Make Memories Where You Go and Where You Stay'

The HomeAway commercial creates a stylized image with, what could be imagined as being like an upbeat, tropical nursery rhyme song; as it shows a variety of families of all ages, having fun, smiling, laughing or sharing a tender moment in various vacation settings. The demographic of the HomeAway commercial is groups of friends and families who can afford to travel, mid to upper level income earners. The commercial uses an appeal to pathos with its message, “In a HomeAway vacation rental, you can make memories not just where you go, but where you stay…let’s stay, together (HomeAway, 2018).” as it encourages you to book your stay with HomeAway and implies that if you do, you will have a wonderful vacation. While the stylized images could depict a true scenario, these are not valid arguments because there is no evidence that booking your vacation through HomeAway will result in having more fun with your family than if you booked a rental elsewhere.

## SimpliSafe TV Commercial, 'Home Sweet Home'

The SimpliSafe, ‘Home Sweet Home’ commercial begins by showing viewers glimpses inside a variety of homes. Using an appeal to pathos as it pays special attention to the most vulnerable members of the family, the children and pets. The images then turn to components of the security system that is being marketed. The remainder of the commercial shows the components being used in a variety of settings around the home. While the stylized images are being portrayed a narrator explicitly states the many valid arguments as to why the viewer should purchase a SimpliSafe security system, including its ease of installation, flexible options and reliability.

This advertisement makes sound cogent arguments and provides a wealth of factual evidence as to why SimpliSafe is a good choice; including an appeal to ethos, using quotes from industry professionals and an appeal to logos with many details provided about the components and their abilities. The target audience is families and homeowners in suburban and rural areas.

# References

Allstate Insurance. (2019, January 2). Car thief | Allstate Mayhem

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