Magdalena Slonski

Katie Prescott

5 Ads

1. 

A mix of both peripheral and central routes used; emotional technique used. The source is thetruth.com, which is an anti-smoking, anti-tobacco website. Uncertain if credible, but the design of the website is attractive (modern and minimalistic). This particular ad is trying to associate smoking with death. This website does promote enlisting and joining the cause of quitting smoking.

Rating: 2.5

A way to improve this ad is to possibly add more facts.

1. 

Peripheral route; source is Carl’s Junior/Hardee’s. This ad is just advertising food in a funny way with minimal amounts of words.

Rating: 2

A way to improve this ad is to possibly make it more “PC” because it can be decribed as too raunchy and offensive to some of the audience.

1. 

This is a peripheral route example; the source for this particular ad was from Kleenex (website ad found in Pintrest). The ad invokes an emotional response as it uses a cute dog and pun humor.

Rating: 3.5

It can be improved by providing actual facts or comparisons with other brands on the efficiency of the product.

1. <https://www.youtube.com/watch?v=TPKgC8KPBMg>

This ad is from Budweiser that evokes an emotional response with cute animals such as a Labrador puppy and a horse. The ad emphasizes the relationship between the two animals. This ad is an example of a peripheral route persuasion. The source is likeable because it is a beer company.

Rating: 3

It can be improved by showing situations where the beer is a more prevalent object in the commercial; it was too subtle and there was too much attention on the dog.