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Pizza Hut's Advertisement Analysis

Pizza Hut promotes its brand by creating an advertisement which uses propaganda techniques. The advertisement displays two large pizza of different types, alongside the slogan "You might have to share a bus seat. But you won't have to share your pizza.", which is presented in bold, white capital letters. This advertisement uses emotional appeal and bandwagon techniques to imply that enjoying pizza without sharing is a satisfying and common activity. Pizza Hut also uses its brand recognition and appealing imagery to position itself as the preferred choice for pizza. Although the advertisement has an unethical problem, encouraging buying fast food, the purpose of this brings satisfaction and convenience.

The specific propaganda techniques being used in the advertisement are emotional appeal and bandwagon. This advertisement taps into our desire for personal space and comfort, and evokes fear of missing out by comparing sharing a bus seat to not having to share pizza. In other words, we often find ourselves sharing a bus seat with others such as the older or disabled, whether we want to or not. However, when it comes to pizza, it is too precious to be shared with anyone. Besides, it also shows the public that the brand has many types of delicious pizza making audience salivate through two big juicy pizza. Moreover, the advertisement implies that eating an entire pizza alone is a common and not selfish behaviour so people can freely do this without feeling embarrassed.

The audience for this advertisement is anyone who is hungry or wants to eat conveniently. The intended impact is to persuade the public to buy pizza because of its convenience, satisfaction and good taste instead of eating other healthy food. By using compelling imagery and language, Pizza Hut make people be curious and think about the taste of different types of pizza and want to try them.

From an ethical standpoint, Pizza Hut's use of these propaganda techniques in its advertisement is somewhat affecting consumers' health due to manipulating to consume more fast food. For example, people who eating pizza regularly may suffer from obesity. It, nonetheless, seems to make consumers consider more about the comfort and convenience when enjoying pizza, how juicy pizza is, than health problems that fast food brings, which is also necessary and good for particular those. Therefore, Pizza Hut succeeds in not only bringing their brand close to target audience by adding its logo in its advertisement, but also build a reliable reputation of delicious, satisfying and convenient brand, in spite of the ethical implications.

This advertisement is really effective in achieving its goals: making individuals want to try pizza in Pizza Hut as it evokes the fear of missing out and just emphasizes the benefits of using this brand's service. By this way, people who need to get the convenience or good taste food and not intend to keep fit may be persuaded and decide to buy its products. In conclusion, even though there are some ethical concerns about promoting fast food, Pizza Hut somewhat successfully apply propaganda in advertising that attracts a significant number of customers to it.