

Complete the following for each ad:

Name of “product” being advertised

A: Intended Audience

B: Spokesperson (if there is one)

C: Purpose of advertisement

D: Type of persuasive appeals-briefly explain (ethos, logos, pathos)

For example:

Michelin Tires

A.) Consumers who purchase tires. In particular, those with families and vehicles used to transport them.

B.) Little baby

C.) To persuade consumers to purchase tires. Don't skip on the important stuff. We need good tires because our families depend on it.

D.) Pathos -- this ad is appealing to the consumers' emotions. Babies and children are precious and we should protect them by purchasing tires that are safe and reliable for a vehicles that transport children, grandchildren, etc.

