

Advertising analysis chart.

Name and Link/ Paste:	What is the form of the advertisement?	Who created the message? <i>Be specific!</i>	Who is the target audience? <i>Include as much demographic information as possible.</i>	What advertising techniques are used? <i>Use the name of the technique and explain how it is shown in the ad.</i>	What advertising appeals are used? <i>Use the name of the appeal and explain how it is shown in the ad.</i>	Which appears most: pathos, ethos, or logos? <i>Explain why you think that.</i>	What is the message of the advertisement? <i>Explain what the advertiser is trying to communicate through this ad and why you think that.</i>
Marmite: The Add	Print Ad	Marmite or a hired advertiser.	People who like food and are curious, want a challenge, or want something different.	Plain Folks- it shows a diver and asks what side you are on out of everyone.	“Are you brave enough?” Presents a challenge to people. It also has good Colours.	Pathos- presents a challenge to people.	Marmite is different from other things.
Heinz ketchup: The Add	Print Ad	Heinz or a hired advertiser.	People who enjoy eating ketchup, or want the “right” ketchup.	Transfer & Band Wagon- shows “natural” ketchup.	“Natural” is shown, makes you want to try it, distinguishes Heinz from other brands.	Ethos- plays on Heinz’s credibility as a ketchup brand.	Heinz is the best ketchup company.
Oddeesy aquarium : The Add	Commercial	The aquarium or a hired advertiser.	Anyone with any interest in underwater creatures.	Plain folks- talked about an experience for everyone. Avante Garde- new thing.	It says its exhibit is unique, makes you want to see it. Its for everyone, so you feel welcome.	Pathos- it shows kids and adults having fun watching the animals.	The oddeesy aquarium is doing cool, revolutionary things.
Apple Mac: The Add	Commercial	Apple, or an advertiser with Justin Long and John Hodgman.	People who want a superior computer, or just a computer.	Avante Garde- The mac is ahead of the competition. Band-wagon- Mac is better than PC.	Mac is better than PC because it is more resistant to viruses and more robust.	Logos- Mac stats are better than any Pc.	Mac and apple are far ahead of any PC.
Guinness: The Add	Web Ad	Guinness, their advertisers and maybe drinkIQ.com .	People who drink beer, want to, and can afford it, as well as workers.	Band Wagon- if you buy it, you are showing respect to the workers.	Supporting a cause, getting what you might want.	Pathos- because of the colours and symbols used in the ad, as well as worker’s day stuff.	By buying from Guinness you are helping people and getting what you want.
Dunkin’: The Add	Web Ad	Dunkin’ or an advertiser of theirs.	Vegans or people who want less meat, and want burgers.	Transfer- bright colours, nice fun font. Band Wagon- you wont be killing animals by eating.	No meat, plant based, makes you think you are doing a good thing by eating it.	Pathos- you feel good having it since there is no meat.	Dunkin’ is a good company and are finding good solutions to problems.