

Ethos, Pathos, and Logos in Advertising

Examples of Ethos

1. A recent Infiniti commercial featured Steph Curry. Even though he's not known for his taste in vehicles, his stature validates the product.
2. The Heineken commercial shows famous actor Benicio Del Toro at the bar enjoying a Heineken. Benicio chats about how both he, and Heineken, are world famous and instantly recognizable.

Then, a pair of goofy tourists spot him in the bar, and they call out for him to pose for a photo, but... they actually think he's Antonio Banderas.

This commercial not only uses ethos as a way to tie the celebrity of Benicio to the celebrity of Heineken, but it uses humor and the bold faced usage of ethos to make fun of the brand, people, and fame.

Examples of Pathos

1. The ad by the British Heart Foundation underscores the dangers of heart disease. As the spot unfolds, you start to realize that the narrator suddenly died at her sister's wedding.

Her tragic story encourages you to not let it happen to you.

2. The Zillow commercial shows a father and son who have just suffered the terrible loss of their wife/mother. The father tries to cheer his son up by finding a new home, one preferably near the boy's grandparents.

The son seems disinterested, but then the father finds his son and the family dog looking up at the stars, one of which is particularly bright. The son decides that the star is his mother, looking down on him.

The father searches on Zillow, finds a home, and buys it. We then learn that the home is not only close to the grandparents, but it also has a skylight in the son's room, allowing him to see his Mother's star at night.

This commercial uses the emotions of the father, the son, the grandparents, and of course the viewer to suggest that Zillow is the type of website that can balm grief through its functionality.

Examples of Logos

1. This Nissan commercial shows a daughter and father driving on a highway. The daughter is about to drive past some scary construction, but then the father uses his sage like wisdom to instruct her to turn on the "ProPilot" system that Nissan now features in their cars.

Once the daughter does this, we see a Star Wars battle scene playing out in front of our eyes, and she becomes so distracted that she begins to veer off the road... but guess what? The "ProPilot" system saves her by auto-correcting the trajectory of the car based on the sensor system.

So how is this logo? Well, the commercial places the daughter in a relatively common situation and uses the machine logic behind having a guided system in the car to keep your distracted children safe.

2. The *I Can't Believe It's Not Butter* ad hinges on the two words "organic" and "vegan" to prove the point that they're "made with

the goodness of plants.” Of the types of persuasive techniques in advertising, logos will build your brand as the most logical, functional and helpful option.