

BLOOD

SWEAT AND TEARS
DON'T FEED ON WATER ALONE.

You're hurting. You're tired.
And water won't be enough.

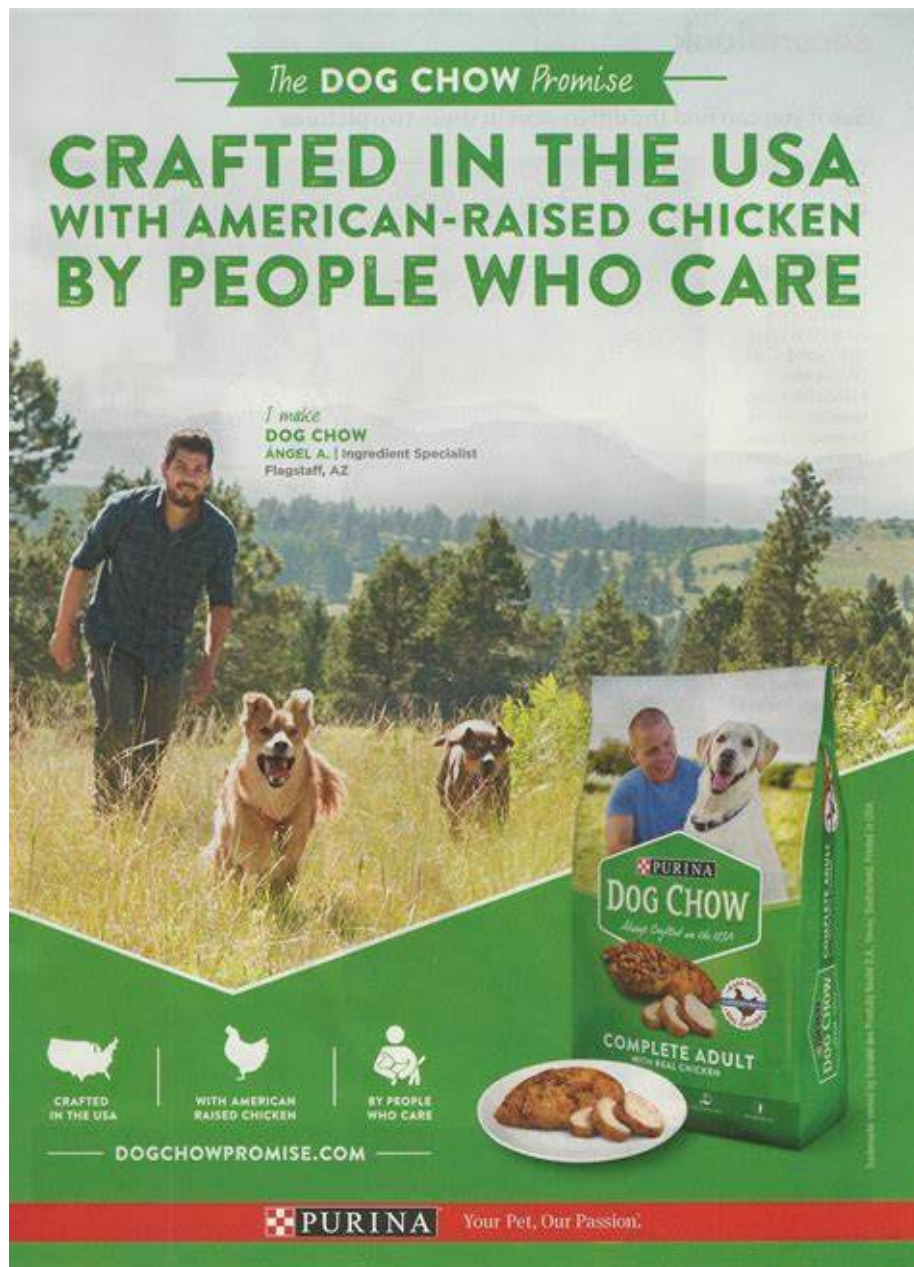
Gatorade is scientifically
formulated to give you more.

With electrolytes to help
fight off cramping and carbs to
provide energy for working
muscles, Gatorade does
more than rehydrate.

It gives your body what it
needs to push through.

The G SERIES

Next, a Purina dog food ad in *People* magazine:



DISCUSSION TOPIC:

Analyze the emotional appeals in each of these full-page ads.

Make sure to consider how the ad is presented. Here are some possible topics:

How are images used? What images are presented and why?

What are the placement and size of words on the page? Why did the ad makers make those choices?

What colors are used to create effects? What effects are they?

Can you classify each by the type of emotional appeal?

Can you connect the appeal to the target audience of the magazine?