

This ad was sponsored in sports tv and magazines and it is made for men and women athletes and football players who are usually between the age of 18-40.

The ad I chose was the football shoe advertisement because the advertisement had a lot of detail that was put into it. As a personal football lover, it interested me so I know that other sports lovers will enjoy the quality of the ad. This advertisement is for shoes that are used in sports like football and soccer although this ad mainly focuses on one sport football because it was written on the ad. It is intended for this ad and its audience to be sports lovers and players, usually men and women over the age of 18 who are interested in being in professional leagues or just enjoy watching sports and people who have children interested and playing in sports.

This ad uses mainly pathos and ethos to sway their audience's opinion on their product. I will be conversing and giving examples of how they both are used in my paper. The author also includes a lot of visual rhetoric in the ad to capture the attention of the audience and bring light to the ad.

The first example used was pathos to sway the audience's opinion on their shoes and prove that they have the best quality shoes. Pathos also comes to light because the author is connecting with his or her audience through their passion or love for sports. For example, the ad is sponsored by Vincent Kompany and his name is on there to show credibility which is an example of ethos. The reason Vincent Kompany is a wise choice for credibility is that he is a Belgian professional football manager. What better person to promote football than someone who is involved in the sport and professionally known in the industry of sports.

The advertisement uses visual rhetoric by insinuating that if you buy New Balance shoes it will provide a better game for football players and that they should “Make Chances” by buying their product. In the advertisement, it says “Make Chances” so that the audience can feel pity about not giving the product a chance and buy their product it was a way to get sympathy from the audience. Some sports players don’t usually make changes to their gear because they find what is best for them. So making changes can mean a lot to people especially to those who take sports seriously. The idea of gaining trust and asking the audience to take a chance on their product makes the reader want to give it a try or maybe even recommend their product to more people. This statement also shows the author’s humbleness and determination to sell a really good product to their buyers.

The ad is probably usually advertised in sports magazines and probably on sports channels because most people who have an interest in sports usually own magazines or watch games to keep updated on the latest gear and information about sports.

This ad was also used to promote playing football and getting involved in more sports with their product. There was a picture of a man playing football. They chose to use an ideal sports model to show the professionalism and outcome of their products. They also wanted to show that professionals and players that do it for the fun of it can use their product as well.

New Balance is a well-known shoe company that develops shoes, sporting and activewear gear for sports players and people who work out and stay active. Since they have so many other great products that are another way that they have proven their credibility to be a great shoe and gear company as well. “Visaro” was in the ad as well because they wanted readers

and potential buyers to know what style and type of shoe to ask for or buy when in stores. It is in bold letters and is the style of the shoe and the type of sport it is used for.

The ad says, “Always in Beta” to tell the audience that their product is better than most and that they come out with products often it helps the readers to be reassured about the product and that it is a good quality product. Pricing is not mentioned in the ad so that readers are not worrying about the price but focusing more on the quality and credibility that the shoe holds. Advertisements shouldn’t always rush their customers with the worry of prices but personally give them a chance to admire the product without the worry of financial always whether the product is more expensive or cheap.

In the ad, I noticed important information is in bold letters or in different font styles as well to highlight the importance of the words or meaning to readers. This leads me to talk about visual rhetoric. Visual rhetoric catches the reader’s attention and gets them to actually read and not just look at the ad and feel nothing. The biggest visual rhetoric that is used is Font, style, and color. They all have a great impact on how readers view and pay attention to the product that is being advertised. So the bold colors like an orange that was used in the football shoe ad make the audience pay a lot more attention than they would to something basic colored like white or black. When it comes to letters and fonts it can be a big help to grasp attention because it is the first thing readers look at to learn more about the advertisement.

In conclusion, I have learned that font, style, and color have a lot to do with ads and have a very great effect on people’s opinions and how they view ads that are published. Even using rhetorical analysis like pathos, ethos, and logos can be a major help to connect with your

audience more, and finding a good place to promote your ad at places that your target market might see or go by a lot, And showing the credibility that you have and proving your product is needed and can be trusted as well. Taking those little things into account might help make more sales and make your product known around the world.