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by F F

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Advertisement

Name

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Advertisement

I found an advertisement on Custom Himalayan Vacuum Insulated Tumbler 20 Oz on the internet. I had heard of my friend mention an internet site for advertisement called 4AllPromos, and therefore I searched for their website to see if I could find whether any of the products they were advertising interested me. That's where I came across the advertisement.

The advertisement depicted a scenario where they offered a more advanced tumbler that was safer and healthier to use by stating it had a double wall stainless steel promotional insulated. In addition, the advertisement depicted that it was the best choice for the travelers by stating some of its features as vacuum insulated, a spill-resistant lid with a rubber gasket, and a slide-action lid. It would also hold 18 ounces of hot or cold drink hot or cold for up to 6 hours (4AllPromos, 2021).

Upon analyzing the advertisement, I can conclude that the audience for the advertisement was travelers and athletes. This is clear since the scenario depicted in the ad is for the promotional product for those who take long days on the roads, hiking, or sporting events. The insulation, non-skid bottom, and spill-proof plastic lid make it suitable for the audience.

The central claim in the advertisement is the insulation part which enables them to keep drinks hot or cold for up to 6 hours. To me, the claim is credible as it is a technology applied in the past in other products but not with the mugs, so it is applicable and which people can trust. The fact that the mug is insulated supports the claim that it would be able to keep the drinks at their preferred temperature. In short, the claim is genuine and authentic and which the audience can agree with without objecting.

The fact is, it has become human nature to be skeptical of advertising. This means it is the companies responsibility to be sure the messages in your advertising are believable. So to

make a claim more credible, a branded term or phrase can serve that purpose well as it would provide indisputable evidence that they alone own the claim (Zha, Li, & Yan, 2015). The branded term would make a claim unique, and the potential customer would trust the product.

The claim becomes weak and less credible if it is not adequately supported. In this case, it may be less credible to some of the audience because it does not explain the temperature level of the drinks after the 6 hours. The advertisement does not consider other factors that may affect the temperature of the drinks. It is expected that after one takes a sip from the bottle, the vacuum created to be filled by air that affecting the temperatures. Therefore they should include the margin of error in the number of hours.

The author uses ethos as the rhetoric strategy in the advertisement. In concluding the advertisement. This statement uses ethos in that it shows goodwill for their audience by providing safe products and shows that the mug producers are using their own credibility (Fennis, & Stroebe, 2015).

The advertisement reveals a form of salience as a cognitive bias. This is a bias that originates from the human tendency to buy products that stand out from others. The advertisement has applied this bias by providing unique upgrades such as wraparound imprints, multicolor imprints, full-color imprints, and engraving. These features make it more attractive to consumers and more likely to be purchased.

Reference

4AllPromos, (2021). Retrieved from: <https://www.4allpromos.com/product/himalayan-vacuum-insulated-tumbler-20-oz>

Fennis, B. M., & Stroebe, W. (2015). *The psychology of advertising*. Psychology Press.

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