

**Example  
Presentation!**

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# Rhetorical Analysis: Nutella Ad (2011)

**Include the  
product and  
year of the ad**

**Include your  
name and  
class**

Russell Stoll  
Summer Session 2



**Describe the product**

# Nutella Ad Overview

Overview:

What is the product?

What is the intent?

**Briefly describe the focus of the ad**

- Nutella is a chocolate and hazelnut spread
- This is a general commercial focused on introducing Nutella to an American audience
- The ad focuses on a busy mom who wants to give a healthy breakfast to her kids

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# Nutella Ad (2011)

[https://www.youtube.com/watch?v=Thlrw\\_LpuRA&index=7&list=PL-9mBfUWspBiKEcX3rYEB5q-0gBYc2IF8](https://www.youtube.com/watch?v=Thlrw_LpuRA&index=7&list=PL-9mBfUWspBiKEcX3rYEB5q-0gBYc2IF8)

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# Nutella Ad

## Ethos

*Why should we  
trust this speaker?  
This product?*

- The ad wants us to trust the speaker because she is a mom, and mom's know what's best for their kids
  - Nutella wants us to trust it's product because they say it uses healthy ingredients
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# Nutella Ad

## Pathos

*How are we supposed  
to feel?*

*How does this ad try to  
hold our attention?*

- This ad wants me to feel involved, and sympathetic to the struggles of this mom
- This ad tries to hold my attention by being fast paced, and by showing close ups of the food and how tasty it is

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# Nutella Ad

## Logos

*Why should we use  
this product?*

*Why does it work?*

- “It’s a quick and easy way to give my family a breakfast that they want to eat.”
  - We should use Nutella according to this ad because it is both tasty and can be used as a healthy option
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**Share your  
opinion in  
your  
analysis  
here!**

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## Strengths and Weaknesses

- Fast paced and engaging
  - Makes Nutella look really tasty
  - Seems dishonest
  - There is no way that a chocolate spread is healthy;
  - 200 cals per serving! (2 tbsp)
  - This ad lacks diverstiy
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**End with a conclusion  
on the effect that the ad  
had on you!**

## Nutella Ad Overview

Overall persuasiveness:

Would I buy this?

Am I convinced? Why/Why Not?

- I would not buy Nutella because of this ad, and in fact, this ad is an example of dishonesty in marketing
  - I like Nutella, it is a tasty product, but this advertisement has actually pushed me away
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- Create a slideshow with all of these elements
  - *Email this slideshow and a link to your ad to Stoll by 9am on Monday*
  - Find an ad that markets its food as healthy, or an ad that targets kids

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## For your advertisement, discuss the following:

- Student can correctly analyze the persuasive intent of the food ad
- Student can correctly identify appeals to ethos / pathos / logos
- Student can analyze strengths, weaknesses, and persuasiveness of ad

### Consumer Manipulation Strategies:

1. Nutrition Labeling
  2. Pricing
  3. Portions & Servings
  4. Up-Selling
  5. Branding & Crossover Promotion
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