

**Example
Presentation!**

Rhetorical Analysis: Nutella Ad (2011)

**Include the
product or
company 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

Nutella Ad (2011)

https://www.youtube.com/watch?v=Thlrw_LpuRA&index=7&list=PL-9mBfUWspBiKEcX3rYEB5q-0gBYc2IF8

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!**

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 cal's per serving! (2 tbsp)
 - This ad lacks diversity
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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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Rhetorical Analysis: Requirements

Slides Outline:

1. **A title page** (include your name, the product/company, and the year the ad was released)
2. **A short overview of the ad** you chose to share
3. A slide with **a link to the ad** on YouTube.com
4. **A slide explaining each rhetorical device** (Ethos, Pathos and Logos) and how it is used
5. General **strengths and weaknesses of the ad**
6. **A short conclusion** that analyzes how the ad affected you

To get a “4”, consider all of the following:

- Student must choose an ad for a product or a company that has a strong usage of rhetorical devices
- Student must create a slideshow that has all necessary slides
- Student must use complete and detailed analysis of ethos, pathos and logos to explain the effectiveness of the advertisement
- Student must present their ad and slideshow clearly and confidently (strong volume, eye contact, body language, etc.)