

Jane Doe

Essay 1 Rough Draft

English 102

Talbot

01/20/2014

Race You To The Top

In a world where the average American is exposed to upwards of 3000 advertisements a day, the trouble that advertisers are finding is reaching an audience. The average American is flooded with advertisements at all moments of their waking day, from the moment you turn on the news or walk out of the door advertisements are everywhere. For major companies like Nike and New Balance reaching their consumer is becoming harder and harder. In the advertisements I chose simplicity is king, they catch the viewer with a simple image and a simple idea. You need to do this and you need to do it in our shoes. Captivating your target audience and making them think about your product and your name is the most important elements in advertising.

The Nike advertisement is so simple, but it grabs your attention immediately. It has a bright black background with a bright white shoe on it, with a white smear trailing off the right side of the page coming from behind the shoe. It also has a plain simple white Nike Swoosh in the bottom right corner of the page. The smear is the most captivating element of the advertisement. It gives the shoe movement and speed saying "if you wear this shoe you will be so fast" without using words.

Comment [T1]: Comma after chose

Comment [T2]: Maybe a semi-colon after king instead of a comma.

Comment [T3]: This seems like your thesis...it works very well to make the reader understand what you'll be writing about for the rest of the paper, but maybe put this at the end of the paragraph

Comment [T4]: I like the thought of "You need to do this and you need to do it in our shoes" but it feels out of place...maybe reword.

Comment [T5]: Transition sentence needed...

The New Balance advertisement has very bold color scheme; it is almost entirely red with some black. It has a simple image of a woman running away from you with just her shadow being left behind, they make her shadow very geometric and incorporate the new balance lines that are in their logo into the shadow. It says, "Running misses you" in black on the top left of the page, and "LOVE/hate this is the new balance."

The Nike advertisement uses their product alone to elicit a sense of adventure and athleticism in you. The smear evokes all sorts of emotions from the viewer, excitement and happiness to name a couple. It makes the viewer excited and happy at the thought of activity, getting outside and running in the streets. The creativity of the advertisement is very catching and makes the viewer think, yet it's very clean and simply layout is easy to view and hard to pass up. The concept behind the advertisement is different than any others of its kind. The level of artistic creativity in this advertisement is really gripping. The advertisers chose wisely in taking a pathos direction in this advertisement. They allow the view to create their own story, but have placed themselves in the center of it.

The New Balance advertisement takes a strong pathos direction with the text in their advertisement. The use the color layout to grab you but unlike the Nike advertisement it uses words to evoke feelings in you, and the picture itself kind of takes a back seat. This advertisement is playing on your guilt, and they do a very good job at it. By just saying "running misses you" it is raising many different feelings inside of you; you've been being lazy, to consumed with other things, bring up the thought of your health, or the promises you've been making yourself about getting in shape and casually pushing it aside. It puts a thought in your head that will not easily be forgotten, therefore their advertisement is successful because when you go to buy new athletic shoes you are

Comment [T6]: Good topic sentence! Could use a transition from the last paragraph.

Comment [T7]: Makes the viewer think what?

Comment [T8]: I like how this rolls off of the tongue, but why is the layout hard to pass up?

Comment [T9]: Maybe try a semi-colon? If you do, be sure to un-capitalize "The" :)

Comment [T10]: Awkward..."appealing to pathos" would sound better.

Comment [T11]: Who are "they"? The product? The brand?

Comment [T12]: They?

Comment [T13]: comma

Comment [T14]: comma

Comment [T15]: is?

Comment [T16]: comma

Comment [T17]: delete...

Comment [T18]: too

Comment [T19]: this part of the sentence needs to be reworded in order to fit with the rest...

going to remember their advertisement is what got you in the store to begin with.

“LOVE/hate this is the new balance.” Being place in smaller text at the bottom of the page also has an effect on the reader by making them part of a community. For me that means we all love it and we all hate it but it’s our way of life. I think that little bit of sense of community goes a long way with the right audience. Make them part of you, and they will be loyal.

Comment [T20]: comma

Comment [T21]: Slightly awkward.

I believe both Nike and New Balance have created successful ads. I do however believe that Nike has targeted a larger audience, maybe someone who is just getting into running or is interested in it would feel like the Nike advertisement was less exclusive and more inviting. I think the creativity of Nike overall does a better job selling their product. It’s a fun and vibrant advertisement that is very simple and direct.

Comment [T22]: Love this comparison paragraph.

Reaching people through advertising can be hard in a world that is seemingly overdosing on it. Both of these companies do a very good job at simply and creatively engaging their audience and making them think about their product through their own lives. The bold color pallets are a great introduction to both products, and the companies to a great job at lingering in your mind long after you saw the advertisement itself.

Comment [T23]: Maybe mention the brands again.

Jane,

I love how you incorporate the two brands in the essay right from the beginning. The ads are simple, as you mentioned, but you describe them very thoroughly. When you analyze the use of pathos in both ads, you use vivid language that fits with the theme of running and keeps the essay interesting! Your comparison paragraph solidifies your view and adds final thoughts. Overall, your essay is very well organized; I was being nitpicky with the punctuation and you could use a few transition sentences, but it was a great read because the content is carefully written. Great job!

- Joe

