Lifetime

Leo Burnett, founder of the advertising firm Leo Burnett Company, once said, “Good advertising does not just circulate information. It penetrates the public mind with desires and belief” (Leo Burnett Childhood, Life & Timeline). He believed that advertising is a way to make people desire products that they do not necessarily need. Since advertising is all around us, people cannot ignore ads. Advertising is apart of our culture and has evolved over the years. One example of an evolving TV ad campaign is Budweiser. In the early 1870s, Adolphus Busch became the first American brewer who allowed beer to be shipped long distances without spoiling (Anheuser-Busch.com). Then in 1876 he discovered a way to brew lighter beers which he presented as an American lager and became the first national beer brand (Anheuser-Busch.com). In 1988 the Anheuser–Busch company promoted a TV ad in response to people’s desire to be carefree, while in 2014 they launched an ad campaign in response to the problem of drunk driving. Both of the ads reflect the changing trends over a quarter of a century by effectively portraying values that range from having a good time to being responsible to our loved ones.

According to Business Insider the 1980s was the “decade of deal” for advertising (Advertising Age AdAge Encyclopedia RSS). In the 1980s companies began combing contracts together (Advertising Age AdAge Encyclopedia RSS). In the mid-1980s, companies started
making 15-second commercials which increased the frequencies and profile of ads by decreasing the cost of an ad (Advertising Age AdAge Encyclopedia RSS). By the next decade only a third of the 100 largest advertisers were still independent (Advertising Age AdAge Encyclopedia RSS). The targeted audience was changing from one era to another and the people evolved from party animals to responsible audiences. Budweiser uses the trends from the era to capture the targeted audience by using the different tones of mood. Budweiser had a different strategy in the 1980s. In contrast to the 2014 ad they evolve with each generation. 2014 was the year of safe driver awareness. Over the past years drunk driving was a continuous problem in the United States. In 2014 Budweiser promoted a safe driver awareness campaign that launched in great measures. Someone waits for you at Home commercial ad illustrates the don’t drink and drive campaign perfectly.

In the 1988, “This Bud’s is for You,” the main character is a man in his mid-twenties. He first is on his couch playing video games with his friend and his phone rings. Once he picks up his phone there is a song playing in the background saying “Well you're the kind of man who likes to do things your own way.” His home is messy and not taken care of which shows he is a single man. Two women had called him to let him know that they were comings over. Then once he received the call he cleans his mess only by masking it. He throws his clothes in the closet, throws his trash away, changes his channel from wrestling to ballet, and changes his wall posters. The women throughout the video are walking around with booty shorts and tank top. Thier hair is all blown out in the wind. When they show up to the apartment they are with a case of Budweiser beer. The song in ends says, “Your a bud, bud, bud man and this bud is for you.” With an ending like this we infer that Budweiser is the beer we choose that can allow us to party and
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have fun. Anheuser–Busch uses the characters and storyline of the commercial to target an audience that desires to be carefree and have fun.

We encounter pathos in this commercial by concluding that there is humor present throughout the whole ad. It is ironic that the song playing in the background is about being the kind of man you want to be but throughout the video he is being someone he is not because the girls are coming over. The company does this to show the humor in the idea that the song is saying one thing but the person is doing the other. By using pathos this way Budweiser is appealing to an audience that is young and desires to have a good time with their beer and girls. Then, we have logos that is giving the audience the logical story behind the commercial. The story has a flow that the viewer can follow and relate to because of the time era this commercial is in. The one fallacy of it all is that Budweiser is basically saying that if you drink our beer you will have fun and girl will want to have fun with you as well. By using logos Budweiser is attracting the targeted audience with girls and partying. Finally, we clash with ethos. As an audience we believe this commercial because there are young adults enjoying the effect of alcohol. We know drinking alcohol having a good time and the people will do anything that will make that good time happen.

In the 2013, “Someone Waits For You at Home” ad shows a man in his mid-twenties with his best friend, a dog. The ad highlights the relationship of a man's best friend. Throughout the ad we witness the relationship between this man and his dog. First, the dog is a puppy and his with the man throughout sickness, adventures and with the man's friends. The song that is played in the background is “You and me we were made for love.” One day the owner goes out with his friends and he does not come home. We see the dog waiting all night for his owners return. As
we are watching we see the dog wait text pop up saying, “For some the waiting never stops”. But suddenly it reads, “But we can change that, ” Then finally his owner comes home and they are happy again. His owner give the dog a big hug and says, “I’m sorry, I decided to not drive home last night, I stayed a day.” And the song continues playing and text pop up saying “Make a plan to make it home. Your friends are counting on you.” Then finally the ends with saying “Yea, I’m back.” The company portrays the scenario beautifully and the tone is very mature and responsible that the audience is proud to see his owner come home.

The strategy that we see throughout the commercial is based on pathos. The company tries to have the audience emotionally attached to this relationship. Throughout the video we are seeing the relationship through the dog's eyes instead of the audience. I feel the reason for that is because the we can emotionally feel sorry for a dog more than if it was another person. This contributes to the targeted audience being anyone. The text that is presented is giving us the dialogue that we can relate to and feel obligated to do something differently. The ethos that is presented throughout the view is selling the value instead of the product. We are sold with this commercial because we believe in the loyalty of a dog. We believe that Budweiser seems to care about the people who drink their product. The only question of a fallacy that comes up is if a dog would really be sitting and waiting the whole time the owner is gone. Then finally, we come across logos. The story has a very rational sense because of the don’t drink and drive era that is happening. Someone from different era will see this and be confused but since we as a society are witness the drunk drivers we can relate to this commercial. Which contributes that Budweiser's targeted audience is anyone who believes in drinking responsibly and people who want to change the way they drink.
Over twenties years apart from 1980s and 2000s the time have changed dramatically which causes Budweiser to keep up with the different eras. From a carefree, wanting to have a good time audience to a responsible drinking audience. Anheuser-Busch company have evolved with the trends of the time and have used different rhetorical devices to promote different things. One is promoting the product and the other is promoting the value of it all. Budweiser is keeping up with the different eras and changes with every trends that is occurring.
Work Cited


