

In this advertisement, the video was about Mercedes and it's claiming that it's a good quality car and any instruction you give to the car follows it. They brought celebrities to showcase how even they appreciate how well the vehicle works and how it actually listens to everything the driver says. I found three rhetorical appeals in this advertisement which are ethos, pathos, and logos can be found.

Ethos can be seen as the ad features Ludacris, a well-known and respected rapper, and actor, as the narrator and spokesperson for the Mercedes-Benz A-Class. This establishes credibility and trustworthiness, as Ludacris has a strong reputation in the entertainment industry. The ad also showcases the advanced technology and luxury features of the A-Class, which adds to the ethos of the ad by demonstrating the high quality and innovation of the car.

The advertisement uses pathos by using music and visuals to create a sense of excitement and desire for the A-Class. The fast-paced, energetic music and flashy images of the car driving through city streets and on winding roads add to the appeal of the car and evoke feelings of thrill and adventure. It also plays on the viewer's desire for status and success by showing the A-Class as a symbol of luxury and refinement. The sleek design and high-end features of the car are meant to appeal to the viewer's sense of style and desire to make a statement.

Lastly, the use of logos can be seen as the ad presents the A-Class as a cutting-edge vehicle with advanced technology, such as voice control and augmented reality features. By highlighting these features, the ad uses logical appeal to demonstrate the practical benefits and convenience of the car. The ad also uses statistics and facts to support its claims about the car's performance, such as

its fuel efficiency and safety ratings. By providing this information, the ad aims to persuade the viewer that the A-Class is a reliable and efficient choice.

Overall, this advertisement effectively uses all three rhetorical appeals, ethos, pathos, and logos to present a compelling argument for why the Mercedes-Benz A-Class is a superior car in terms of performance, technology, and style. It wants the public who are looking for a new car to choose their brand, which is best.