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ENGL 110
Rhetorical Analysis

Every four years when the Fifa World Cup comes around, a number of companies including Nike, Adidas, Puma, Pepsi, and Gatorade, all use this opportunity to advertise their products. In the Adidas “Create Your Own game” commercial, the brand featured famous football players in the advertisement, doing what they do best-play the game. In order to create an enjoyable and marketable advertisement, Adidas used rhetorical appeals known as ethos, logos, and pathos as a persuasive strategy.

Ethos can be identified through the use of renown athletes who participate in the Fifa World Cup. The people featured in the advertisement are qualified players that play professionally and are respected on a global scale, which creates a sense of credibility and pushes for persuading the audience to follow their lead. Having the players represent the company causes everyone who is passionate about the sport and tournament to trust their judgment. It also creates a sense of admiration. When fans of all ages watch their favorite players represent a certain brand's products, they will automatically trust them and want to follow in their footsteps, as they are people they look up to.

The advertisement displays the pathos appeal as well. The goal of pathos is to get your audience to be emotionally invested in what they are watching. By showing clips of an exciting match with famous players, Adidas makes the advertisement emotionally engaging. Historically, fans around the world expect and wait for these advertisements just to see their favorite players on screen. The advertisement also utilizes diction, where words like “legendary” are said when Messi appears on screen to evoke a sense of pride from fans around the world. When the brand advertisers team jerseys in their video, they are using nationalism as a marketing strategy to sell

their products. The music and dramatic cinematography also infiltrate a thrilling atmosphere and a desire for fans to want to be included.

The company uses logos by showing how the Adidas gear on the players is the best fit for athletes. In efforts to make a rational argument, the advertisement emphasizes that the products of this brand are of the best quality, as the best players are playing in them. It also pushes the narrative that the design of the products impact the players performance, so if the people watching were to play in Adidas gear, their performance will be of better quality too.

In order to appeal to soccer fans watching the Fifa World Cup and persuade them into choosing Adidas products, every time the tournament comes around the company creates advertisements complimenting the big event. The Adidas "Create Your Own Game" World Cup advertisement successfully employs ethos, logos, and pathos as persuasive method-ethos establishing that renown players play in the gear, pathos getting fans around the world emotionally attracted to the products being sold, and logos promoting it as the best quality product in the market.