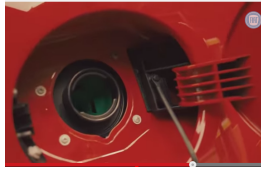


Super Bowl Ad Analysis

Product/ Brand	Key Moment Screenshot	Why Is This Moment Key?	Ethos, Pathos, Logos Appeal? (Character, Emotion, Logic)	Celebrities Featured?	Values Displayed?
Fiat		Shows the changes the car is going through -- the point of the ad is the NEW Fiat	Ethos - physical shape of the car Pathos - humor		size of cars matter; sex, being cool, powerful, men make decisions based on this; so do women

Synthesis Thinking. Based on the four ads above, what conclusions can you make about what advertisers believe we value? To what extent do you believe this is accurate? (Suggested: 2 paragraphs; 3 to 5 sentences each)

Blog Post. If you could make a halftime ad to play in the food court during the day to inspire, motivate, change our school for the better, who would you cast? What would the ad look like? Money is no object.