

Name of Product: Hyundai Genesis

Demographic:

Middle age,
Middle-upper class
Parents (esp. of teens)

Propaganda Techniques:

Testimonial: They used the testimonial of Kevin Hart to promote their product.

Plain Folks: The car was tracked by the father so he would know where his daughter always was. Using this situation makes this more relatable for helicopter parents.

LOGOS: The appeal of a car that can be tracked is strong for the obvious purpose of finding the car if stolen or loaned, in this case.

PATHOS: The advertisement itself was kind of touching because the father cared about his daughter, yet funny because he followed them around in a comical manner.

ETHOS: The ad appealed to high standards for family and caring about them.

Psychographic:

Succeeders because they value control, and this ad is all about a father who wants to remain in control of his daughter.

APE Response:

I believe that the advertisement was effective. The advertisement used testimonial well by selecting a funny comedian who a lot of people know. Additionally, the ad used family to justify the father's need to track his daughter. I think these are both good strategies because I personally liked Kevin Hart, obviously a comedian, following his daughter around comically, even literally being a helicopter parent near the end. I also think the idea to use families to make the ad more relatable to more people is a good idea as well.



GENESIS

