

# JEEP SUPER BOWL COMMERCIAL 4x4 EVER

Lauren Frazier 1b

Here is the  
product  
(Jeep 4x4)



**Demographic-**  
This commercial is aimed towards both males and females because both are shown in the commercial. It is probably targeted at middle to upper class people because jeeps are expensive. This commercial seems to be aimed at people who are middle aged because there are no old people who or very young people in the ad going on these cool adventures conveyed by the commercial.

The psychographic target audience would be explorers because in the commercial the people are doing all these cool things with their jeeps. In the commercial, it says "do it yourself because you want it done right". This is the mindset of the "explorers". Jeeps are known to be an "adventure car" and they maximize that in the commercial. Explorers like brands that will highlight their need for adventure. Faulty cause and effect was used in this ad because it is basically saying if you buy this car, you will have these great adventures, but really, the person has to go on the adventures the car won't do that for you. The car won't just make you adventurous. Also, another propaganda technique used is glittering generalities because words like "brave" and "fun" were used, but they didn't have much meaning because they are very broad, but they sound good, and they give a positive effect on the ad. This ad is example of pathos, which is playing with the audience's emotions and desires. This is pathos because the commercial plays with the "explorer's" desires of going on adventures.

In my opinion, this commercial was effective. In the commercial, there are clips of amazing adventures of people in jeeps. There is one clip where the jeep is driving through water on the beach. The target audience, the explorers, desire adventures like this, and the commercial conveys that the jeep can give them to you, which seems very effective because this car has a certain image that is correlated to adventures.

