

"RESTRICTED BLING"

title

2016 Superbowl Commercial Drake for T-Mobile

WIRELESS CARRIERS RUIN EVERYTHING

Target Audience, technology users, legal adults. The ad targets these because people who live on their own typically pay for their utilities and expenses and better deals would appeal to the natural sense of money saving/spending. Also since the ad is focused on technology plan options, only people who own the technology can benefit from it, and that is why it would apply the tech and phone users. (people with advanced technology also tend to be more wealthy and affluent which would play into social class of working middle or



Propaganda Techniques;
Propaganda techniques are just techniques that are used by advertisers to further their cause.

So, for this commercial it uses:

Testimony:Celebrity Endorsement;
Or the recommendation or approval of a famous figure. (In this case, Drake.)

Name Calling:

This consists of calling out the competition. The competition of this business (T-Mobile) are any other phone companies that want your business. Other companies are called out indirectly through sarcastic comments of what customers 'want', that are actually commonly known pet peeves.

Card Stacking:

This is slanting the message in the favor of a certain side aka a "half truth". Half-truth is utilized when T-Mobile points out the faults of the other companies but fails to mention any of their own.

Many persuasive techniques are used throughout every commercial created, but certain ones are primarily focused on to capture the viewer's attention.

Evaluation: In my opinion this ad was effective because of its ability to play into pop culture and its influence on society. It chose an easily recognizable song, "Hotline Bling", and paired it with commonly shared pet peeves. In the world of technology, additional charges, calling restrictions, and bad network coverage are commonly disliked by a majority of customers. This makes the commercial relatable and puts the message in favor of a company who can provide a service without those things. When Drake says "I love changes", he is sarcastically referring to the lyrical alterations the phone people are trying to make to his song. By doing this he's actually making a point to indirectly state how changes to a song can ruin the enjoyability of it. This is a metaphor for how boundaries and extra burdens nullify the rewards of telephone carriers that make you pay extra for basic service. People buy into this type of commercial because not only is it relatable, it's logical, and persuasive in the sense that it makes you believe you want and deserve the best.

Citation:
Oswald, Anjelica. "Drake Has a Super Bowl Ad That Hilariously Ruins His 'Hotline Bling' Dance Moves." *Business Insider*. Business Insider, Inc, 02 Feb. 2016. Web. 09 Feb. 2016.

Analysis:
The primary appeal used was one called 'Logos'. Though both logos and pathos were used, logos was the more primary of the two. Logos states that a persuasive piece is based more on logic, or things that make sense to us due to our thought process and beliefs. Many people share the same stream of logic, which is why it is very effective for large quantities of people. T-Mobile uses ideas and incentives that appeal to our sense of want (ex: our want for music and online streaming), our sense of economical values (ex: wanting to get services or products in return for our hard earned money), and our sense of wanting freedoms that make our life easier (ex: wanting lots of available features and options).

Psychographics:
The audience group targeted in this commercial are the 'Succeeders'. This means this group of people share a common set of characteristics that makes them susceptible to certain lifestyles and choices. 'Seekers' are classified as independent people who are goal oriented and driven by a want for a certain outcome. People who are seekers would tend to be attracted to this commercial because they are motivated to get the latest and greatest technology that would aid them on the road to success and achievement. Anything less would only slow them down and hinder the process they have that brings them to their end goal or goals.