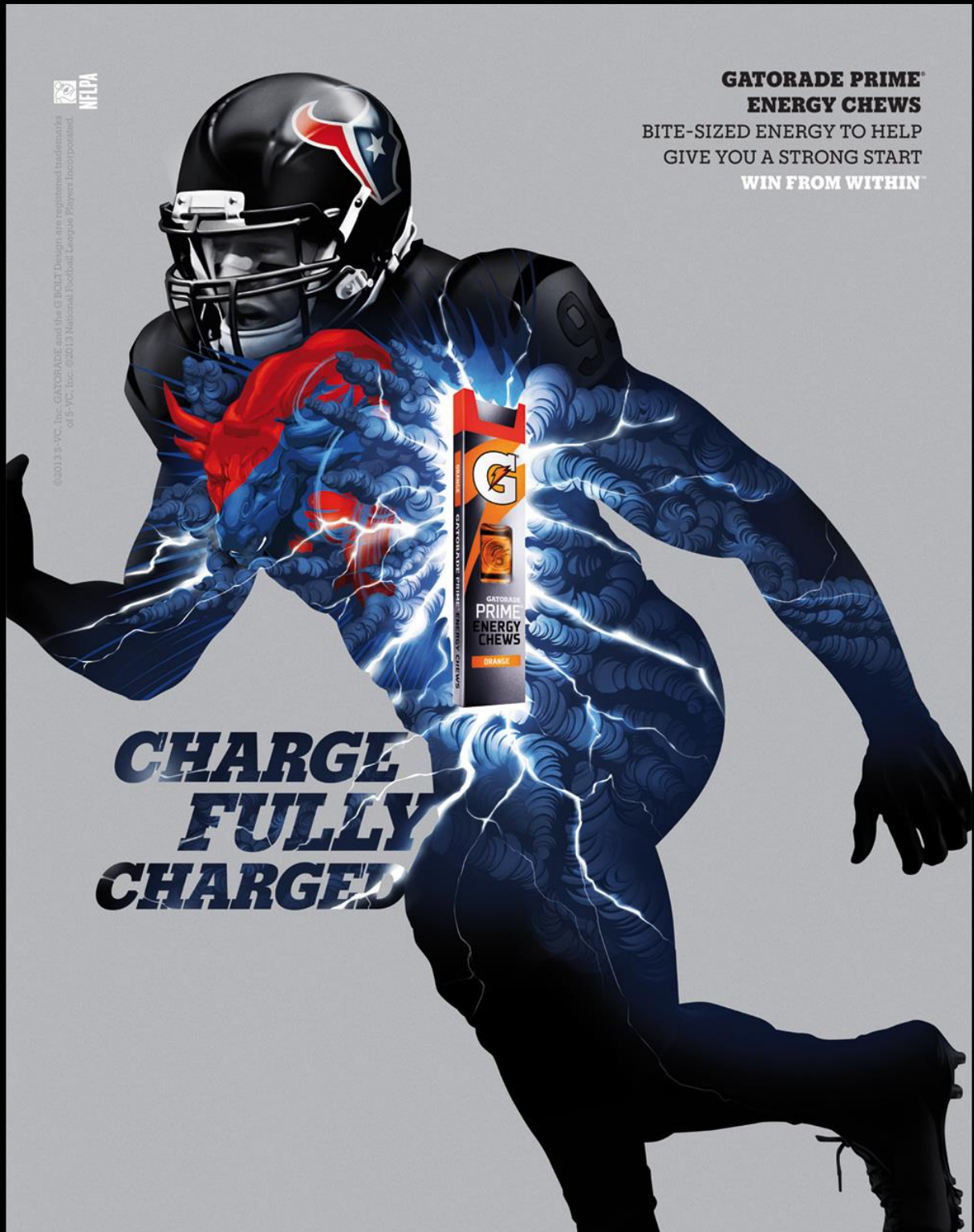


Print Media Analysis

Chris Verdi
Prof. August
COM-210
March 3, 2022



The advertisement features a central image of a football player in a black uniform with a red and white logo on the helmet. The player's muscles are depicted as glowing blue and white, with bright white lightning bolts striking across them. A pack of Gatorade Prime Energy Chews is positioned in the center, appearing to be the source of the player's energy. The pack is orange and black with a large 'G' logo and the text 'GATORADE PRIME ENERGY CHEWS' and 'ORANGE'. The background is a plain, light gray.

**GATORADE PRIME[®]
ENERGY CHEWS**
BITE-SIZED ENERGY TO HELP
GIVE YOU A STRONG START
WIN FROM WITHIN[™]

**CHARGE
FULLY
CHARGED**

©2013 Gatorade and the G BOLT Design are registered trademarks of Gatorade, Inc. ©2013 National Football League Players Incorporated. NFLPA

TABLE OF CONTENTS

1.	Rank's Model of Persuasion	3
	1.1 Repetition	3
	1.2 Association	3
	1.3 Composition	3
	1.4 Downplaying	3
2.	Three Dimensions of Language	3
	2.1 Functional Dimension	3
	2.2 Semantic Dimension	3
	2.3 Thematic Dimension	3,4
3.	Burke's Dramatism	4
	3.1 Scene	4
	3.2 Act	4
	3.3 Agent	4
	3.4 Agency	4
	3.5 Purpose	4
4.	God, Devil and Charismatic Terms	4
	4.1 God terms	4
	4.2 Charismatic Terms	4
	4.3 Devil Terms	4
5.	Packard's 'Compelling Needs'	4
	5.1 Emotional Security	4
	5.2 Creative Outlets	5
	5.3 Sense of Power	5
	5.4 Need for roots	5
	5.5 Immortality need	5
	5.6 Reassurance of worth need	5
	5.7 Ego gratification needs	5
	5.8 Love object needs	5
6.	Maslow's Hierarchy of Needs	5
	5.1 Basic needs	5
	5.2 Self-Actualization needs	5
	5.3 Pysiological need	5
	5.4 Esteem needs	5
	5.5 Safety needs	5
7.	Rank's Desire – Stimulating Model	
	7.1 Getting a good	6
	7.2 To avoid a bad	6
	7.3 Keep a good	6
	7.4 Avoid a bad	6
8.	Deceptive Claims in Advertising	6
	8.1 Information omission	6

8.2	Misleading images	7
8.3	Irrelevant claims	7
9.	Weasel Words in Advertising	7
10.	Summary	8

1. Rank's Model of Persuasion

According to Rank's Model of Persuasion, advertisers use two primary methods to downplay and intensify to achieve the desired goals. The theory states that people downplay or intensify specific aspects of their products, candidates, ideology, and receivers' products (Larson, 32). Advertisers usually intensify their competitors' weaknesses and strengths to ensure that they attract more customers than their opposition. Advertisers use Downplaying by downplaying their organization's weaknesses and their opposition's strengths. The Gatorade Ad uses the model of persuasion by intensifying its advantages by promising customers that a bite-sized gum will provide them with a stronger beginning to their day. This guarantees that Gatorade's increases the important element of the message contained in the ad, thus increasing customers' responsiveness to the message. Gatorade ad has intensified their good through repetition, composition, and association.

- 1) **Repetition:** Repetition of the phrase "Gatorade Prime Energy Chews" has been repeated in the ad, thus making it easier for remembrance and acceptance. The repetition also ensures that potential customers believe the information to be true or see its importance.
- 2) **Association:** Association has been used in intensifying the Gatorade chews by linking the product with information that many clients admire or desire. For instance, the ad uses text to describe the chews as "bite-sized energy to help give you a strong start," thus catching people's desires to purchase the product.
- 3) **Composition:** When using composition to intensify the good of the product, Gatorade ad organizes the message to ensure that it has a specific effect. For instance, including the product's benefits in the ad is an excellent strategy applied to inform the audience.
- 4) **Downplaying:** advertisers aim to lower the audiences' attention on negative features by perceiving that some information is not worth considering. Gatorade ads have adopted downplaying through omission of information or claims against the product.

2. Three Dimensions of Language

The 3 dimensions of language are essential in analysing the Gatorade ad with the three types of dimensions, including the functional, semantic, and thematic dimensions.

- 1) **Functional dimension:** the dimension mainly concentrates on determining what the words on the Gatorade Ad do to the audience. The ad encourages the customers to purchase the Gatorade prime strength chews to start their days better and stronger. This is achieved using the phrase "Bite-sized energy to help give you a strong start." Using the phrase "win from within" motivates customers to believe in themselves as potential is within them, and all they need is a Gatorade chews.
- 2) **Semantic dimension:** the dimension is associated with the meaning of the words on the Gatorade ad when read by the target audience. The first Phrase, "Gatorade Prime Energy Chews," is the product's name that the ad intends to advertise. The name is meaningful since it contains words that portray the benefits of the product to the customers. The second line, "Bite-sized energy to help give you a strong start," explains to the potential customers how the product will help them even with the smallest amount (bite-size). It also indicates to the clients that the product will help them increase their strength. The third phase is an encouragement that tells people that their potential to win is within them if they purchase the product.
- 3) **Thematic dimension:** the dimension is related to the feeling that the words in the ad give to the target audience. The words "win from within" gives customers a feeling of motivation when they consume the product, which will give them energy. The "Bite-sized

energy to help give you a strong start" also makes the customers feel confident with the product in the advert.

3. **Burke's Dramatism**

The Dramatism by Kenneth Burke recommends studying five primary qualities to analyse people's relationships through language. The qualities include the scene, agent, act, purpose and agency. The scene is the situation or the background around a situation; the act refers to the action, while the agent is the person carrying out the act (Larson, 80). Dramatism describes the agency as the instrument or means used to perform an action and its importance. The Gatorade Ad fits all five qualities, enhancing its ability to achieve the desired goals.

- 1) **Scene:** The Gatorade ad is probably shot on a Superbowl ground since it contains the image of a man geared up with Superbowl gear such as the helmet. The man is also running, which signifies that he is probably in a game.
- 2) **Act:** the ad makes one think and imagine the feeling of chewing the Gatorade prime energy chews because of the image of the Superbowl player's "strength" coming out of the Gatorade Chews on his chest.
- 3) **Agent:** The Gatorade ad shows a strong male Superbowl player wearing his playing gears and probably running in the field. The man has Gatorade Chews on his chest, which is the source of his strength to run.
- 4) **Agency:** The advert used the image of a running Superbowl player, which easily catches the audience's attention. The strength coming out of the Gatorade Chews in the man's chest signifies will make the customers stronger than ever before.
- 5) **Purpose:** Using a Superbowl player in the advert makes it possible for customers to relate the product with strength since strong people only play the game. Customers may interpret the ad to understand that Gatorade chews will give them the strength they need to play Superbowl.

4. **God, Devil, and Charismatic Terms**

- 1) **God terms:** the Gatorade ad does not contain any God terms such as honesty, justice, or freedom. God terms refer to words that have been embraced and have inherent potential in identifying support and has strong meanings. The ad should have included God terms to enhance its acceptance by more people in the market.
- 2) **Charismatic terms:** the ad has no charismatic terms. Charismatic terms include happiness, candid, prudence, establishment, despotism, and constrains (Larson, 155). The words are considered charismatic, but people have different opinions or debates on their meaning in different contexts.
- 3) **Devil terms:** the ad has no devil terms since it does not compare the product with that of any competitors. Devils terms such as abortion or high prices are used in adverts to describe their customers, thus framing the audience (customers) to go against them.

5. **Packard's 'Compelling Needs'**

- 1) **Emotional security:** The Gatorade ad provides people with emotional security by giving them a "win from within" as the product will improve their energy, giving them a better start. As people continuously seek emotional security, the ad takes advantage of the situation targeting those who haven't achieved their deep emotional security. By promising to "help", the ad preys on the people's needs for happiness and comfort.

- 2) **Creative outlets:** The ad has creative features in its presentation, which is crucial in catching the audience attention. For instance, it has a Superbowl player figure in his gear with the product giving them energy from within. The lightening presented in the ad probably to signify energy is appealing to the audience. An artistic combination of features can satisfy our creativity needs through its creativity in colour, words, painting, and images used.
- 3) **Sense of power:** The Gatorade ad presents a sense of power by indicating to the customers that "bite-sized energy to help give you a strong start. This will give customers a sense of power when they purchase the product from the firm, as it promises that they only need a bite-size of the chew to get a strong start.
- 4) **Need for roots:** The advert presents a need for roots since it contains its logo and brand name on the product's package. This can be seen everywhere the product is sold and related to the root organization Gatorade.
- 5) **Immortality need:** The ad uses the image of a young athlete to make people forget about getting older but concentrate on getting stronger by purchasing the product. By enhancing the customers' energy, they can recapture their young age, thus satisfying their immortality need.
- 6) **Reassurance of worth need:** The ad does not satisfy the need
- 7) **Ego gratification needs:** The ad does not satisfy the need
- 8) **Love object needs:** The ad does not satisfy the need
The ad does not contain the reassurance of Worth, love objects, and ego gratification needs to become more convincing.

6. Maslow's Hierarchy of Needs

Maslow's hierarchy of needs refers to the arrangement of human needs in a five-tier model, arranging them from the bottom-up pyramid. Human needs are classified into psychological needs, self-actualization, love and belonging, safety, and esteem (Larson, 183). The models specify that humans have needs that they must satisfy for a better life.

- 1) **Basic needs:** the ad does not portray any form of basic needs such as food, shelter, or clothing that people cannot live without. Nothing in the ad indicates any signs of satisfying any basic needs; for instance, there is no kitchen or food in the ad.
- 2) **Self-actualization needs:** Gatorade ad uses self-actualization as it promises to provide people with energy that will assist them in starting their day strong than before. According to Maslow, self-actualization requires individuals to realize their full fulfillment, potential, experience, and personal growth. The ad positions Gatorade Energy Chew as a need that will help them achieve their desired personal goals, experience, and potential.
- 3) **Physiological need:** The Gatorade ad does not present the product as a physiological need to ensure their bodies operate optimally. This is because the advertised product is not among the things that people need to survive. For instance, people cannot survive without air, water, warmth, sleep, and clothing, but they can live without Gatorade chews.
- 4) **Esteem needs:** The Gatorade ad has also covered Esteem needs as it requires individuals to feel their self-worth and fulfill all their accomplishments. The phrase "win from within" encourages the customers as it indicates that the body needs the product. Gatorade's ad shows love and care among individuals.
- 5) **Safety needs:** the Gatorade ad does not cover customers' safety needs such as social welfare, health, well-being, employment, or law and order.

7. Rank's Desire – Stimulating Model

The Desire-stimulation model may focus on the target customers or the product itself. Product-oriented stimulation mainly involves concentrating on the benefits of a product, while audience-oriented stimulation stresses the clients' needs customers' desire for the product and seeks customers' feedback. Gatorade ad uses product-oriented stimulation to ensure that they meet the customers' needs.

- 1) **Getting a good:** the ad encourages customers to purchase by promising that the product will help them gain more energy to ensure they start their days stronger. Based on the attractiveness of the ad, it becomes easier to get the attention of potential clients who later purchase the product to get the same energy. It contains information on the benefits of the product, which makes it easier for potential buyers to understand why they must purchase it. For instance, it promises customers to help them start stringer with the bite-sized energy chews. This phrase alone may be enough to convince or influence the purchasing decision of a potential client.
- 2) **To Avoid a Bad:** the Gatorade ad satisfies this by using a strong Superbowl player who seems to be obtaining strength from the product. This is crucial as the audience will understand that the ad will ensure that they will become stronger once they use the product. The audience will be able to "win from within" as the Gatorade energy chews will ensure they are "fully charged".
- 3) **Keep a good:** the ad reminds those who had already purchased Gatorade energy chews the strength they gained after chewing the product. This greatly motivates them to continue purchasing the product for a better experience and more energy. The product's benefits indicated on the ad are essential in retaining the current clients as it reminds them of the reasons, they purchase the product. For instance, the product is bite-sized convenient to clients as it gives them enough energy to start your day better.
- 4) **Avoid a bad:** the ad indicates avoidance of a bad through the phrase "bite-sized energy to help give you a strong start". This is because the product promises to give them energy like the Superbowl player displayed on the ad. The audience does not have to worry about the source of energy as purchasing Gatorade Chews will satisfy this need.

8. Deceptive Claims in Advertising

Deceptive claims in ads refer to adverts making false, misleading, or inaccurate claims about a service or product in question. The law requires that consumers are entitled to accurate information such as the price of ads for all products. Misleading advertising is unethical, and thus they are controlled by the moral imperative of advertisers and the advertising communication (Larson, 401). Gatorade ad contains three major deceptive claims in advertising their products. The primary deceptive claims include misusing words, using misleading images, and omitting significant information.

- 1) **Information omission:** Gatorade's ad does not contain some relevant information that may help customers make their decisions on purchasing the products. For instance, the ad should have included the recommended price for the product. Including the price on the ad would have been crucial in helping the customers understand the worth of the product and associate it with its use. Other information that should have

been included in the Gatorade ad are locations to purchase, flavors of the chews, and ways of giving feedback or an inquiry about the product. The ad's audience will be more informed on essential facts about the Gatorade product before purchasing.

- 2) **Misleading images:** The Gatorade ad is misleading as it contains suggestive images that might mislead the audience in decision-making to purchase the product. For instance, the Gatorade Prime Energy Chews' image is larger than the actual size of the product. This can be misleading since the picture may only appear appealing to audiences who might later be disappointed with its size. The image of an athlete playing Superbowl on the ad is misleading to the clients since it is suggestive that Gatorade product is the energy source. When deciding to purchase the product, customers may be convinced that similar results will be realized, giving them "lightening energy" from the Gatorade prime chews.
- 3) **Irrelevant claims:** the ad makes irrelevant claims using words and phrases, which misleads or confuses the clients in purchasing decision making. For instance, the ad has misused the word "win" in the phrase "win from within", and the phrase "Charge Fully Charged." The two are used to convince the audience of the benefits of the products, thus influencing their purchasing decisions. The clients may be disappointed if the product doesn't meet the expected outcomes.

9. Weasel Words in Advertising

Weasel phrases or words are crucial in marketing and advertising since they ensure that statements can be modified, thus weakening the real force or meaning. The phrases ensure that advertisers can escape offending people by presenting the truth while protecting them from legal redress or attack (Larson, 400). The Gatorade ad uses Weasel words to make customers think they have heard something that has not been said/written.

Help: For instance, the phrase "Bite-sized energy to help give you a strong start" makes the audience think that the ad says that they will fully increase their energy after consuming the product. This is beneficial as it guarantees that the audience accepts something as the truth, yet it has just been implied. Based on the appearance of the ad, weasel words are adequately used in indirectly convincing the customers on purchasing the products.

Additionally, the Gatorade ad indirectly informs people that they can "Win from Within" without specifying where the winning will occur. Clients can understand the phrase to mean that chewing Gatorade prime energy chews will give them energy, and their winning will arise from themselves. This is because the audience mind skips to the keyword "win" and see winning is guaranteed by the product. Such a phrase protects the advertisers from legal or ethical implications, yet it plays a crucial role in delivering the desired message.

The Gatorade ad also has the words "Bite-sized energy to help give you a strong start" used in the message, which is a word conveniently placed to avoid legal implications if a customer makes claims. In such a phrase, the customer will just see the words "gives you energy" and will be convinced that the product assists them by increasing energy in their bodies. Similarly, the words "bite-size energy" make the audience stop thinking about competing products and start thinking of the advertised product as better, unique, and effective.

10. Summary

The Gatorade ad has used a popular American football super bowl to attract and persuade consumers to buy the product. The image shows the running stronger footballer who is eye-catching, thus building brand awareness and promoting chewing gum. The overall position of the footballer within the ad was executed successfully. The lightning coming from the body show how the Gatorade chews gives energy and help footballer play. This helped get the audience's attention and attract more customers. Good and compelling quality images make the product expensive, encourage social shares brand interaction, and counter negative opinion. Nevertheless, the ad is enticing since it encourages the consumer to buy gum that will help give energy to the body. The ad also gives consumers the benefits of taking Gatorade prime energy chews. This familiarizes the customer with the benefits of taking the product, which wins their confidence to try it. The awareness attracts both current and potential customers. The ad position attracts consumers to achieve their desired personal goals, experience, and potential. Successful advertising can be attained through an effective ad that aims to create a positive perception, interest, and desire for new customers. The ad is aligned with product goals by showing the specific message, action, and standing out from the competition.

Gatorade Ad does not indicate the price of chewing gum advertised. The product's price in the ad is reasonable information that communicates how the consumer must pay. The price may be appealing to customers. The price sends a message whether the offering is a better value or of higher quality, which encourages customers to buy or not. The price is also is the most adjustable element of advertising products by making it easy for potential buyers. The price would have shown transparency and saved the company from uncomfortable situations. This is because the buyer will decide on their own when there are ready to buy if it's on budget. The price would help in scaring the competitors. The ad does not show where consumers can get the Gatorade prime energy chews. This would help consumers able to reach the product. Targeting based on location allows the company to create an ad relevant to people who see them. The ad would have shown the specifics stores, sales, or local culture. The ad does not show the side effect of Gatorade. Although many side effects of Gatorade may be minor and harmful, it is primarily essential to indicate or warn consumers of any side effects. It is tempting to deceive in an ad, which attracts new customers, but the strategy might be bad for the company's future. Thus, the warning may help consumers' opinions and save the company's reputation. The ad has only a positive message that is persuasive. It does not indicate the age brackets; thus, everyone can take it without consent of side effects. Therefore, educating your consumer about the side effect would have satisfied the age limits.

However, the ad should have indicated the price of Gatorade prime energy chews. Indicating the price in the advertisement defines the value that the product is worth for customers. Pricing reflects everything the company is doing, from product development all the way down to linking in advertisement since people live in a world driven by value. The ad was appealing, but it is a tangible price point to tell consumers whether it is worth their investment and time. They should have also included more information about the product to attract more customers emotionally and visually. This would have increased awareness of the product. The position of footballer and space left would have allowed an increase of information. This involves indicating side effects.

Work cited

Larson, Charles U. *Persuasion: Reception and Responsibility*. 13th ed., Wadsworth Cengage Learning, 2013