

Student's Name

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Course

Date

Analytical Essay

Introduction

Advertisements continually revolve around people's lives. They appear in commercials, television shows, or social media. Adverts use many strategies to pass their message and appeal to their audience. For instance, emotions can develop connections with a target population. Coca-Cola is a famous company uniquely identified by its company logo. Coca-Cola's success over the years can be attributed to its advertising. In the *Brotherly Love* advertisement, Coca-Cola employs a humorous story, warm lighting, and calm music to relate their products with blissful memories in young people's minds. The commercial successfully attracts people worldwide who value happiness, togetherness, and generally being a Coca-Cola fan. When the advertisement begins, viewers are shown the importance of family. The main message passed through the advert is the relationship between brothers and how older brothers connect with their younger brothers. The use of pathos, ethos, and logos in the Coca-Cola *Brotherly Love* advertisement effectively convinces viewers that Coke is a drink that brings families together and allows them to share moments.

Purpose

The main aim of Coca Cola advert is to show that families will always be there for one another. An essential feature in the Coca-Cola *Brotherly Love* advert is the background music playing Avicii's *Hey Brother* (Darren MGreevy 0:01-1:00). The song does a great job of matching the scenes of the two siblings in the advert. When the older brother defends his

younger brother from bullies, the lyrics say, "when the sky comes falling, there is nothing I would not do" (Darren MGreevy 0:38-0:45). Effectively, one can see how Coca-Cola reminds everyone that they should always have one another's back and be their brother's keepers.

Whereas Coca-Cola's main interest in the advert is getting more customers for their products, it also aims to bring people together, particularly brothers. The company portrays the idea that they are more than just a vast soft drink company by trying to spread love worldwide.

Another vital message passed in the advert is that Coca-Cola unites people and makes people feel comfortable, increasing their urge for a tasty, cold Coke. After the elder brother saves his younger brother from the bullies, he returns his drink (Darren MGreevy 0:38-0:45). This allows the younger brother to feel a bit relieved and safe. The older brother's intervention brings the two brothers together, which is evident when the advert ends. Their previous abusive relationship is mended because the older brother shows that he can do anything for his sibling to make him safe and comfortable. After taking back the Coke drink from the bullies, he gives it to his brother. This demonstrates his awareness that Coca-Cola revolves around friendship, peace, and sharing.

Audience

The audience of this advertisement is a young brother or any person who has gone through the experience of being picked on while at school or home. The advertisement's message is also directed toward families to increase their awareness of the importance of coming together.

Content/Subject

Rhetorical appeals like pathos, ethos, and logos are essential in Coca-Cola's advert to develop a connection with the audience. Pathos is a persuasive element widely used in the commercial. The issue of older siblings picking on their younger siblings is a common, relatable

theme. One can note through the commercial that the elder brother often disturbs his sibling not because he dislikes him but only to entertain himself. When the younger brother is alone and is confronted by the bullies who take his Coke drink, viewers can feel sorry for the young boy. This is because he is picked on both at home and streets. He appears incapable of standing up for himself during challenging situations. This is effective in making viewers develop empathy for him. However, the emotional situation suddenly changes when his elder brother enters the scene at perfect timing. His elder brother plays the hero and protects him from the bullies who run away. At this moment, viewers develop a relieving feeling that the young boy is safe. Additionally, viewers also become satisfied when they see the elder brother handing back the Coke bottle to his younger brother.

Ethos is evident in how the elder sibling shows loyalty to his weaker, younger brother when he scares away the bullies. One cannot deny that the older brother could not allow his younger brother to continue suffering at the hands of the bullies. He stood up for him and ensured that he got back his Coke drink. This can help show that even though he disturbed him while at home, he is not a lousy sibling after all. He can provide security, and one can always be sure to be safe when around him. Ethos can also be seen in the lyrics on the background song, which sings that "there is nothing I would not do for you" (Darren McGreevy 0:38-0:45). This is a clear indication of how the older brother is a down-to-earth person.

Logos are used in the advertisement to show how it is consistent regarding its logic and message. It is a fact that the commercial intends to unite people and elucidate the significance of loyalty between families and justice. The advertisement centers on the common theme presented in the American media showing older brothers standing up for their junior siblings and living in harmony as a family. When the commercial ends, he acts as his brother's defender and keeps him

from harm. Logos is essential because it helps demonstrate an ideal family relationship that stresses the idea of always being there for one another.

Conclusion

Coca-Cola's *Brotherly Love* advert shows that even though siblings might engage in conflicts, they should always stand for each other and show loyalty. Coke helps viewers to understand that family will never abandon them. The company uses the advert to show that they are about bringing the world together with a taste of the Coke drink. Coca-Cola makes its customers aware that they will never be alone and always be with them through the drink. Most importantly, they make people understand that relationships can be mended. Pathos is evident in how viewers feel sorry for the weak and younger brother. Ethos is shown through the elder brother's loyalty to his younger sibling. He stands up for him as his elder and protects him from the bullies. Logos is also evident in the consistency of the commercial's message and logic. The use of pathos, ethos, and logos in Coca-Cola's *Brotherly Love* advertisement effectively convinces viewers that Coke is a drink that brings families together and allows them to share moments. A mixture of the modalities of persuasion ultimately delivers the message of the Coca-Cola brand home.

Work Cited

Darren McGreevy. *Coca-Cola - Brotherly Love | Coke / Avicii Hey Brother*. 2016,

<https://www.youtube.com/watch?v=qdPXQLrueRg>. Accessed 7 Feb 2022.

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