Steve Harvey Advertisement Analysis

By: Richard Kim
Product

Our Network Rivals Other Major Carriers

T-Mobile map applies to postpaid service only. Certain services not available in all areas included in map. Competitive maps reflect voice coverage as shown on respective web sites as of 12/1/09.
Demographics

The target audience of this advertisement is directed at the people who have viewed the advertisement made by Verizon. The advertisement does not specifically target a gender, social class, age, income, education, or the marital status of the viewer(s).

Psychographics

The psychographic target audience of this advertisement is directed at those who are considered to be mainstreamers. Mainstreamers are among people who have a tendency to be home-oriented, conformist, conventional, passive, and established. This type of person usually does not stand out and prefer to seek out brands that are big and well known for value for money. The motivation behind mainstreamers is security of the brands that are advertised as such.
Propaganda Technique(s)

The propaganda techniques used within this advertisement are testimonial, bandwagon, and transfer. The way in which testimonial was used within the advertisement was by displaying, TV show host and comedian, Steve Harvey. Bandwagon was used via giving information in the end stating that millions of people are switching to T-Mobile. Transfer, the main technique used here, in this advertisement is displayed once Steve Harvey parodies the “Miss Universe” situation where he apologizes and shows off a card. The transfer here is the negative label of misinformation of the accidental mess-up by Steve Harvey to Verizon.

Analysis

This advertisement appeals to the audience by primarily targeting the audience’s emotions and desires. Pathos, the playing of emotions and desires, is used via the humorful nature of this ad with Steve Harvey making a joke of his mistake which leads to a light, positive feeling for the audience.
This advertisement was effective in its delivery of its promotion of T-Mobile’s services versus Verizon’s services and ads. With the way that the advertisement is presented with no specific target audience besides for if they have heard of what happened in the “Miss Universe” incident allowing the audience to get a good grasp of what is occurring. The propaganda techniques used within the advertisement were very effective due to the way that the product is endorsed by a celebrity which in turn leads to the transfer of a negative label to Verizon. Pathos was the best primary appeal as the nature of the commercial was created with the intent of playing with humor as well as a light tone. The purpose was well established and presented effectively due to the fact that the advertisement was very memorable causing the message and information that is displayed to be spread and shared.
Citations

The image used for the product’s service map overlay: http://www.slideshare.net/leac0054/why-t-mobile-for-small-business

The advertisement used and the image for the company name, T-Mobile, for title slide: http://www.superbowlcommercials2016.org/tmobile/