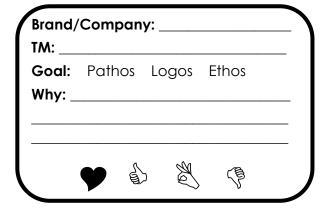
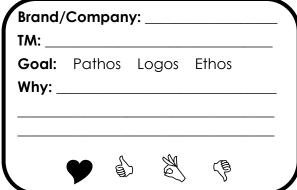
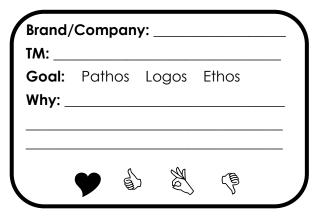
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Brand/Company: _____

TM: ____

Goal: Pathos Logos Ethos

Why: _____



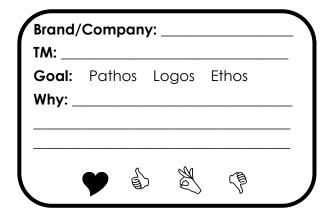
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HOUSTON 02.05.17

Reflect on the commercials that you watch and other commercials that you have seen. Which persuasive advertising technique (pathos, logos, or ethos) do you think is most effective? Why?