

To see the actual ad, search for - Got Milk? ad with Meredith Viera

### **Ethos**

Ethos is apparent in the “Got Milk?” advertisement in a variety of ways. First, the use of Meredith Viera as the model for the advertisement helps to establish trust in the product. Meredith Viera is the host of *Who Wants to Be A Millionaire*, a show in which contestants use their intellect to win. Thus, readers of the advertisement associate her with intelligence and are more likely to trust that her choice to drink milk is a wise one. Further, as one of the hosts of *The View*, she has already won the trust of many viewers who respect her opinion on a wide range of matters, and are therefore more likely to trust her opinion on milk. Another way that the advertisement elicits trust from viewers is with the endorsement of the American Heart Association, an organization known for encouraging heart healthy behaviors. The use of their logo on the advertisement suggests to viewers that milk companies aren't just trying to sell a product, but rather to help its consumers by looking out for their health. Lastly, and perhaps most importantly, the advertisement speaks to its reader as a friend. The milk mustache establishes a playful feeling, while the phrase "Got milk?" demonstrates an amicable tone. The advertisement doesn't tell the viewer to buy milk, but rather offers the suggestion to them as a question. The use of the question implies that the advertiser respects the viewer enough to make the right choice, which in turn, gives the viewer another reason to trust the advertiser.

### **Pathos**

The advertisement appeals to pathos, or emotion, by proposing the idea that drinking milk will make one skinnier. This advertisement is obviously geared toward women and many women are trying to, or feel the need to, lose weight, so they are more susceptible to advertisements that convince them they will lose weight by using the product. The hourglass is the most celebrated image of women in art and movies, and many women aspire to have hour-glass figures. The use of the hourglass shaped milk glass suggests that drinking milk is the way to get it. Of course, getting that hourglass shape is not easy work. So, the advertisement plays upon the guilt that people have for not leading healthier lifestyles. Many people don't think they have the time to go to the gym, but Meredith Viera says that she "always make[s] time for milk," suggesting that it's an easy step to take in living a more healthy life. If a busy person like Meredith Viera can do it, then the viewer can do it, too. Guilt erased with a glass of milk!

### **Logos**

The "Got Milk?" advertisement uses logos to encourage the audience to drink milk. The text in the upper right hand corner states, "recent studies suggest that including 24 ounces of low fat or fat free milk a day in a reduced calorie diet may help you burn more fat." We all know that the best two ways to good health are through diet and exercise. This quote implies that milk will do both because it is healthy, but like working out, it will also help you burn fat. This message is also a very practical approach to milk consumption. In a day, 24 ounces isn't that much. This is about the amount in two average size soda cans. And all milk counts whether added to cereal, combined with coffee or enjoyed by the glass. So the ad implies drinking milk is easy to do no matter what your diet. But it's also easy to remember. This is the reason for the “24/24 Milk Your Diet. Lose Weight!” slogan. It's designed to help you remember to drink 24 ounces in 24 hours. Additionally, the American Heart Association's endorsement at the bottom of the page supports the assertion that milk is good for one's health. Including evidence from multiple sources makes the argument even more convincing. And if you have any questions, the ad also directs you to “visit [2424milk.com](http://2424milk.com)” so that you can find out more about the nutritional benefits of milk. This approach to weight loss and staying healthy would make anyone want to choose drinking milk because it is practical, easy to do and easy to remember.