

Ethos

Miley Cyrus
appears in Oreo
advertisements.

Ethos

Cardiologists
recommend Ecotrin
more than any other
brand of aspirin.

Ethos

Tiger Woods
endorses Nike

Logos

Sprite Zero is
100% sugar free

Logos

Advil Liqui-Gels
provide up to 8 hours of
continuous pain relief.

Logos

A 32oz bottle of Tide holds enough to wash 32 loads.

Pathos

A magazine ad shows people smiling while smoking cigarettes

Pathos

Sad people drink Red Bull Energy Drink and become happy.

Pathos

A child is shown covered in bug bites after using an inferior bug spray.