

Name _____

Close Reading of Budweiser’s “Lost Puppy” Commercial

Consider the following actors in the commercial and describe the purpose they serve in terms of how they’re intended to manipulate the feelings of the ad’s target audience:

The Puppy	The Horse	The Man

What purpose does the music serve in this video? Why *this* song?

What purpose does the contrast of *light* and *dark* serve throughout this video? Discuss specific moments!

**Overall – Is this advertisement successful? What has Budweiser achieved? Will they sell more beer?
Explain with textual support.**

Name _____

Close Reading of Budweiser’s “Lost Puppy” Commercial: *Juxtaposition*

This advertisement leverages a number of very compelling and contrasting juxtapositions. Identify at least **three** interesting juxtapositions and describe the rhetorical purpose that they serve.

Image / Scene #A	Image / Scene #B	Purpose/Analysis of Juxtaposition

In what ways do the animals in this video appeal to *ethos*?

If beer is the product being sold – why isn’t it featured more prominently throughout the ad?

Who is Budweiser targeting? How do you know?

