



Advertisement Link: <https://thesocietypages.org/socimages/2012/01/27/two-more-inspiring-gender-neutral-lego-ads-from-1981/>

For this assignment, I chose a Lego advertisement from the early 1980's. I presume that the message of this advertisement is that there is pride and fun in creation, and through purchasing a Lego building set, your children can create. The image portrays two children smiling and holding Lego creations of vehicles. Nearly forty years ago, technology wasn't quite as advanced as it is today. Toys and other various methods of entertainment we have today (such as mobile phones and gaming consoles) weren't available during the era this advertisement was made in. Consequently, "hands on" toys were likely much more popular for children during this decade. This includes building sets, a category which Lego toys fall into.

I think that this advertisement used pathos as a persuasive technique. As mentioned in the previously, there are two children smiling and holding up toys, seemingly enjoying themselves. In the paragraph below the image, it mentions that children enjoy creating things, and it brings a sense of accomplishment. "And when they're finished, and it's just right, they'll come show it to you with pride." The children in the photo present themselves with pride while holding the creations. I feel as if this is a sight parents would love to see, and some might have been able to visualize their children in a similar setting. That applies not only to the parents of the '80s but also to the parents of today. As I see it, that detail particularly appeals to emotions as well.

The target audience of this advertisement seems to be children of all ages and parents as well. From experience, I know that a lot of children want to prove themselves in some way to their parents and others around them. The slogan of this advertisement is "Oh the fun of creating something you're this proud of." Many children not only want to prove themselves, but

genuinely enjoy themselves as well; an important factor in childhood. I feel that rings true for both the children in the 1980's and the present. Some children may feel drawn to the brightly coloured toys shown in this advertisement, while others may find the idea of making their parents proud appealing. As explained formerly, parents may like the idea of their children walking up to them and presenting something they made, with bright smiles. For those reasons, this product targets parents as well as children.

Taking pride in your creations seems to be an important message in this advertisement, and therefor, there are two advertising appeals I feel applies to this piece of historical media. The appeal "Creative Outlet" means the desire to be able to create or feel skillful; an appeal which I believe applies to this advertisement. Secondly, taking pride in and proving oneself also seems to be one of the main messages of this advertisement. This applies to the advertising appeal "Reassurance of Worth", meaning the need for one to feel respected and appreciated. As mentioned priorly, many children do feel the need to prove themselves to others. With those two messages in mind, "Creative Outlet" and "Reassurance of Worth" seem to be the most obvious advertising appeals shown.

In conclusion, this advertisement showed many appeals and advertising techniques that may apply not only to the children and parents of the 1980's, but also to the children and parents of today. The use of pathos as an advertising technique and also "Reassurance of Worth" and "Creative Outlet" as advertising appeals were finely demonstrated in the advertisement. Taking pride in one's creation seemed to be the advertisement's primary message, a message that applies to children and parents alike.