



# Ad Analysis

## A Rhetorical Examination of the Starwood Guest Card

### ■ Purpose

Advertise a frequent customer card for a hotel/ hospitality company.

### ■ Argument

If you have the “Starwood Preferred Guest” card you can have access to a wide range of luxurious destinations and travel “beyond the borders of your imagination.”

### ■ Logos

- 1 The ad uses two destination images that both compare to, and contrast against, one another. These represent similarities in luxury or quality and a contrast in features and location.
- 2 Specific information is provided regarding the featured services of the card such as, 750 hotels, no blackout periods, and the participating hoteliers.
- 3 The picture of the card informing of the physical object.
- 4 A url to more information and the location of where to join.

### ■ Pathos

- 1 The pictures intend to show beautiful destinations that the audience would like to visit, implying a message of “picture yourself here”.
- 2 Certain terms are used to generate an emotional response. These include *preferred guest*, *true redemption* (a pun implying redeeming ones self), *your dream destination awaits*, and *traveling beyond the borders of your imagination*.
- 3 On the card the name says CU Moore, a pun which suggests an invitation on a personal level.

### ■ Ethos

- 1 The ethos of the company can be seen in their formalised logo and the series of other logotypes representing trusted and well recognised hotel brands.
- 2 They note that they were “voted best frequent guest program’ four years in a row.
- 3 Photographs are shown that represent their resorts in an idyllic though realistic way.
- 4 They have a website .