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Visual Analysis Assessment Essay

Trying to persuade millions of people to become customers for a business can be very challenging, especially if it is a new one. Unlike others, vitamin water has repetitiously provided us advertisements full of visual elements and designs. One out of all vitamin water advertisements stuck with me the most, which was Kobe Bryant’s. There were many reasons for this decision, one being the purpose, two being the rhetorical appeal, and the last being visual elements and design the use.

Kobe Bryant is a hall of fame NBA basketball player who played for the Los Angeles Lakers. Unfortunately, Kobe Bryant recently passed from a tragic helicopter crash last year. This is one of the reasons I decided to use this photograph to visually analyze. Vitamin water decided to use Kobe as an appeal to get the viewers’ attention and expand their customers. However, there was use and purpose behind having Kobe collaborate with them. The first being that he is an NBA superstar and two, he is an athlete. Having Bryant on the face of their advertisement would have meant they had a specific audience. Those who are athletic, or basketball players were the primary audience in this case and which drinking vitamin water like NBA star, demonstrates giving the same amount of energy during games.

The next thing that caught my attention from the photo of Kobe Bryant, was the rhetorical appeals. Beginning with the ethos presented through the photo. It was presented effectively as Kobe Bryant is a famous basketball player “who has won many championships and awards.” Therefore, having Bryant on the cover photo on a sports drink is reliable as many people look up to Mr. Bryant as an idol. If I had no clue what vitamin water was and seen a legend as such, it would truly persuade me to try the sports drink. Now, the way pathos is expressed in the image is from the emotions shown after intaking vitamin water from Kobe. If he shows excitement for the drink than it’ll influence others to try it. Anyone who decides to drink vitamin water will pay close attention and focus more on the game and could even win championships. This was there was of presenting logos, as people perform better after using the product.

Lastly, the visual element and designs are important. Being that Kobe Bryant is a basketball player, it makes clear sense as to why they placed him on the background of a basketball court. However, the scenery is as bright as an indoor basketball court, it takes place outdoor which looks like Hollywood in the back. Although, there is a gloomy background the vitamin water is a bright infrared color splashing out the bottle. That not only draws attention to big star Kobe Bryant, but it also takes the reader's attention to their sports drink. In the photo, it has the “Most Valuable Power” at the top of the advertisement in white lettering. With the dark, gloomy background, the white letter brings the contrast out and makes it easier to read. There is also a repetitive color scheme shown, with the colors of red, black, and white.

All of these elements made up this advertisement to what it is with an argument and all.

Rararashed. “Language and Literature Rules.” November 2015, 1 Jan. 1970, rararashed.blogspot.com/2015\_11\_01\_archive.html.