

ADVERTISING: Applying the TARES test

Task

Take on the role of an advertising agency executive who has produced the following Pepsi Commercial <https://www.youtube.com/watch?v=AfCiV6ysngU>

Answer the yes or no question for each element (again, from the perspective of the producer), and provide an explanation of your choices.

Scoring

Each element of the test is worth 6 points.

TARES Exercise

Why?

Truthfulness of the message	Is this communication factually accurate and true..? Does it lead people to believe what I myself do not believe?	Yes or No True: Yes Leading people to believe untrue things: No	In this ad, we are not deceiving people in any way. Our intention is to bring positive changes in society by asking men to do the right things. Our messages are absolutely truthful and they aim to help men make right decisions in lives.
Authenticity of the persuader	Does this action compromise my integrity?	Yes or No No	As can be seen in our ad, we not only had the right motivations, but also showed appropriate attitudes and emotions. We patiently listed some bad examples of what men do, and then we wholeheartedly promoted right behaviors. We sincerely believe that what we are advancing will do good to both the audience individually and the whole society.

<p>Respect for the audience</p>	<p>Is the persuasive appeal made to persuade people as rational, self-determining human beings?</p>	<p>Yes or No Yes</p>	<p>In our ad, we respect the audience's dignity, rights, interests, and well-being. We highly value the audience's autonomy. We are giving suggestions to the audience about what they should do and what they shouldn't. We are advancing right things men can do in the best interest of society rather than merely our own economic gains.</p>
<p>Equity of the persuasive appeal</p>	<p>Am I doing to others what I would not want them to do to me or someone I care about? Basically, the "golden rule."</p>	<p>Yes or No Yes</p>	<p>Our persuasive appeal in the ad is both fair and easy to understand. We believe we are treating the audience fairly because we would be very happy to be an audience of similar ads. We are not sacrificing the audience's interest to our own advantage. Also, we have made our message in our ad explicit: average people after watching our ad will understand that we are discouraging bullying, sexual harassment, and toxic masculinity, and are promoting responsible and positive behaviors.</p>
<p>Social Responsibility</p>	<p>Does this action take responsibility to promote and create the kind of world and society in which persuaders themselves would like to live with their families and loved ones?</p>	<p>Yes or No Yes</p>	<p>We are definitely promoting social good in our ad. We firmly believe that everyone in our society is interdependent and each of us is obliged to do the right things. Through this ad, we are advancing a world where bullying, sexual harassment, and toxic masculinity are intolerable. We are promoting ideas that will do good rather than harm to society and we do this not for our own narrow profitable goals. Therefore, we have fulfilled our social responsibility as a company and as a marketer.</p>