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### Illuminating Persuasion: A Rhetorical Analysis of the BIC EZ Reach Lighter Advertisement

Advertisements have a unique power to influence and shape consumer behavior by appealing to our emotions. One unexpected example is the BIC EZ Reach Lighter ad featuring Martha Stewart and Snoop Dogg. This advertisement uses emotional appeals of affiliation, prominence, and aesthetic sensations to persuade its audience that the lighter is an essential tool for everyday life, whether you are a stay-at-home mom or a gangster. By suggesting that the lighter is connected to and used by these celebrity figures, it instills that thought to get that lighter. Whether it's because a consumer thinks it's funny, cool or simply respect/enjoy those celebrities, they bring an authority to the consumer.

The target audience for the Bic advertisement includes adults who vary greatly in age. It was a marketing ploy to have the greatest reach possible, and to create a shocking imprint that lasted, and it worked. Seeing them together in an ad implying using a lighter for smoking weed and lighting candles is unexpected and creates a lasting impression on viewers. This demographic likely consists of individuals who enjoy hosting social events or engaging in activities requiring a reliable lighter, such as lighting candles or activities like smoking. By featuring Martha Stewart, alongside Snoop Dogg, the ad appeals to a diverse audience from homemakers to younger, trend-conscious individuals.

The power of advertising lies in its ability to create a sense of connection and belonging. The ad leverages this by featuring Martha Stewart and Snoop Dogg, tapping into our desire for social affiliation. Martha Stewart represents social grace and a domestic figure, while Snoop

Dogg brings a laid-back, relatable charm. Together, they create an ideal social setting where the lighter becomes a revered object. The tagline “Perfect for candles and more!” Is an obvious play on Snoop Dog’s smoking, giving a humorous undertone and making it an appealing item to buy.

Another powerful aspect of the ad is its appeal to the need for prominence. Using the lighter is presented as a status symbol. Martha Stewart's endorsement lends an air of elegance and high social standing. Also Snoop Dog’s fame and popularity in cannabis shows that the lighter isn’t just about candles. Associating the product with the lifestyle of a media icon gives it a level of credence. This appeal encourages consumers to purchase the lighter as a means of achieving similar respect and admiration within their social circles. The ad makes it clear that this is not just a lighter, but a marker of status.

Furthermore, the ad appeals to aesthetic sensibilities. The sleek design and vibrant color of the lighter are visually appealing. The lighter’s blue color stands out against the background, making it a focal point. The clean, modern design of the product, coupled with the visually pleasing composition of the ad, attracts consumers. By emphasizing that the lighter is “The Ultimate Lighter,” the ad suggests it offers a superior experience compared to other lighters on the market. This appeal to aesthetic sensations enhances the product's desirability.

Reflecting on the effectiveness of this ad, it is evident that it is designed to have a lasting impact with its target audience. The combination of Martha Stewart and Snoop Dogg broadens the ad's appeal to a diverse audience, ranging from homemakers to younger, trend-conscious individuals. However, even people not in those groups can understand the ad and the appeal, and it can still have an effect. The use of color, word choice, and familiar figures further reinforces the ad's message. The entire ad was done strategically to make everything work together and create a powerhouse of an ad. It successfully captures the attention of its target audience, encouraging them to purchase the lighter.

The advertisement successfully employs a combination of emotional appeals from the need for affiliation, the need for prominence, the need for aesthetic sensation, and an appeal to authority are all used to persuade its target audience. By leveraging the social appeal of Martha Stewart and Snoop Dogg, the ad suggests that the lighter is a needed or valuable accessory. The strategic use of social norms, word choice, and familiar figures further reinforces the ad's message, making it a compelling piece of advertising. Ultimately, the ad effectively captures the attention of its target audience, encouraging them to purchase lighters.

