

Robert Bunting
Jessica O'Hara
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Rapid Innovation Impacting Our Daily Lives

Can you imagine speaking into a device with commands that make your life easier? That gadget in your possession is more than just a simple device and capable of many things that were unimaginable just a few short years ago. Technology is becoming embedded into virtually everything we do in our daily lives. At times, technology can help us to make incredible advancements that benefit us and help modernize routine tasks. In order to connect with their target audience, companies often market their capabilities and devices to the consumer public using comedic elements while showcasing the benefits provided by their products. Technology companies are very adept at keeping their customers at the forefront of everything they do using techniques such as Kairos, Ethos, Pathos, and Logos to motivate and inspire their customers. Devices like the Amazon Alexa and the Google Home deploy these methods in their commercials to promote civic engagement and to suggest to the user that their smart devices are capable of transforming our daily lives using automation provided by their innovative technology.

These smart hub system advertisements were released at times which employed Kairos to promote civic engagement while targeting a technology supportive audience. Amazon's Alexa with Ellen DeGeneres and Google's Home commercials were both initially released during National Football League (NFL) Superbowl games. The introduction of commercials during the Superbowl are some of the most anticipated events all year as they are known for their creativity and ability to connect with audiences. The commercials introduced in the Superbowl are talked about just as much as the game itself. Families typically gather around the television each

February to watch the Superbowl game and enjoy the often-groundbreaking commercials that are first introduced to the consumer public. The Superbowl is often one of the yearly top televised events in terms of viewership. Excitement fills the room as football fans scream and root for their favorites during the epic showdown. For this reason, Superbowl spots are typically the most expensive slots per minute to host a commercial. All of these things factor into making it the ideal opportunity to showcase new products using the most creative and imaginative techniques.

Narration of Amazon's Alexa and Google's Home advertisements utilize ethos in various capacities in order to persuade the customer to purchase a product. Amazon's commercial begins with a famous spokesperson and comedian, Ellen DeGeneres, pondering what life would be like without the invention of Alexa. Next, the commercial transitions to depict a glimpse of how people might have performed routine tasks prior to the invention of the Alexa device. Snapshots of life featuring a queen, wealthy family, princess, and the United States President all interacting with individuals representing Alexa before the onset of the Amazon driven advancements (Amazon Alexa). The advertisement establishes credibility using prominent and their interactions with the technology of the time. The characters portrayed in the commercial all demonstrate a sense of authority and command of the situation. Typically, people are more willing to listen to authority figures as they are more respected than the rest of society. The advertisement also incorporates regular day citizens carrying out their duties similar to Google's Home commercial which focuses solely on a typical family. In contrast, Google Home focuses on how their device can help everyday people in the normal course of their home lives. The central figures are ordinary people compared to the celebrity figures used by Amazon. This approach allows families and friends to directly relate to the actors in the commercial as it portrays everyday events that all people can connect with on a tangible basis. They utilize normal

real people, with their kids and dogs, to facilitate the most persuasive method to sell products to the general public.

Both advertisements utilize logos in expressing the commonplace that these technologies will make consumer's lives easier. The Amazon commercial details the inconveniences associated with one's daily schedule prior to the development of leveraging the assistance of Alexa and highlights how the device can enable simple household tasks such as adjusting the temperature. Google Home further builds on this idea by displaying users remotely turning on the lights, receiving help with recipes, learning a new language, assisting with educational activities, and helping with party entertainment. This virtual assistant artificial intelligence (AI) type technologies allow the user to speak into the device that may be sitting across the room to initiate an action or complete a simple task. In the past decade, manufacturers have brought the iPad, GPS, and self-driving autonomous cars into the mainstream spotlight. Residents are becoming completely dependent on utilizing these technologies in their everyday life in order to simplify routine tasks. With modern day society becoming busier and busier, consumers are looking to accomplish their job in a simpler and easier fashion. It seems that with everything that is impacting family life on a daily basis, time is a scarce resource. Due to increased responsibilities, families are focusing on buying more products that offer convenience and allow them to spend more time with their loved ones instead of performing mundane tasks. These technological oriented household hubs allow families to easily transition from one task to the next. People are on the go today more than ever and these products are positioned to save time and effort. Technology usage can become very addicting and these companies are responding to the desire for increased automation to enable a better household and family experience.

Marketers play to emotions to directly connect their offerings with values held closely by consumers. Amazon's commercial triggers Pathos immediately as the commercial begins to portray a couple frantically getting ready to leave the house to attend what looks like some event such as a nice dinner. The couple uses the Alexa device to adjust home settings while on the way out and contemplate what life must have been like without the support of a digital assistant. Similarly, Google's Home heavily relies on Pathos to bring their message to the consumer population. The background soundtrack that plays throughout the commercial draws from the John Denver song "Take Me Home, Country Roads" (Google Home). We view people greeting their loved ones as they enter the home. Families are seen congregating and celebrating with each other in the clip. Small children are enjoying time with their parents and grandparents. All of these scenarios help to strongly build on the notion of Pathos. The Google advertisement ends by stating "Home by you. Help by Google" which again references Pathos oriented emotions of home life and family in its central theme (Google Home). The Google commercial powerfully uses Pathos as an influence where the Amazon commercial lightly highlights Pathos in favor of a more comedic approach to life before Alexa. In this way, Pathos has been used very effectively in attempts to sway an audience towards products and service offerings.

Effective marketing in both the Amazon and Google advertisements create a strong relationship between people and the convenience offered by their product. Individuals, couples, children, elders, and other family members are the primary focus of the messaging. The commercial is aimed at allowing the potential target audience to visualize, using very tangible examples, how the product will modernize and transform the way they go about daily life. Emerging digital based technologies such as the Alexa and Home device are laser focused with a mission to enable individuals to alter the way they go about day to day life experiences. The rate

of technological innovation grows at such a quick pace and the marketers want to persuade the audience and enamor them with the benefits of their product offerings. Both of these examples prove to be successful in accomplishing the goal of using elements of Kairos, civic engagement, Ethos, Logos, and Pathos to convey their message to the consuming public. Amazon and Google view the Superbowl as the premiere opportunity to connect with their target audiences and position innovative technologies to enable families to have a more efficient home life.

Works Cited

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