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?**

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| **T**ruthfulness 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 |  |
| **A**uthenticity of the persuader | Does this action compromise my integrity? | Yes or No |  |
| **R**espect for the audience | Is the persuasive appeal made to persuade people as rational, self-determining human beings? | Yes or No |  |
| **E**quity of the persuasive appeal | Am I doing to others what I would not want them to do to me or someone I care about? Basically, the “golden rule.” | Yes or No |  |
| **S**ocial Responsibility | 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? | Yes or No |  |