

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	
Authenticity of the persuader	Does this action compromise my integrity?	Yes or No	

Respect for the audience	Is the persuasive appeal made to persuade people as rational, self-determining human beings?	Yes or No	
Equity 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	
Social 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	