

Advertisement Visual Rhetorical Analysis Sample (Approx. 500 Words)

Nike “Just Do It” Advertisement

The Nike “Just Do It” advertisement relies heavily on visual rhetoric to persuade its audience that determination, discipline, and effort are the foundations of athletic success. Rather than presenting a detailed verbal argument, the advertisement allows images, color, and composition to communicate its message, making it especially effective for a visually driven audience. Through emotional appeal, strategic design choices, and brand credibility, Nike encourages viewers to associate personal achievement with its brand.

One of the most prominent rhetorical strategies in the advertisement is the use of color. Bold, high-contrast tones dominate the visual space, immediately signaling energy and intensity. Dark backgrounds paired with bright highlights draw the viewer's attention to the athlete, emphasizing movement and strength. This color scheme appeals to pathos by creating excitement and motivation, encouraging viewers to feel inspired rather than passive. The colors also reflect Nike's brand identity, reinforcing familiarity and trust.

Body language and facial expression further strengthen the emotional appeal of the ad. The athlete is shown mid-action, with a focused gaze and confident posture. This imagery communicates perseverance and self-belief without the need for explanation. Viewers are invited to project themselves onto the athlete, imagining their own struggles and triumphs. By presenting effort rather than victory, the ad suggests that success is earned through commitment, aligning closely with the slogan “Just Do It.”

Text placement and font choice are intentionally minimal, allowing the visuals to dominate. The slogan appears in a clean, bold font that is easy to read and instantly recognizable. Its placement ensures it complements rather than competes with the image. This simplicity reinforces the message that action matters more than explanation, making the slogan feel direct and motivational rather than instructional.

The advertisement also benefits from Nike's established credibility. As a globally recognized athletic brand, Nike carries built-in ethos that enhances the ad's persuasiveness. Viewers are more likely to accept the message because it comes from a company associated with professional athletes and high performance. This credibility strengthens the emotional appeal by making the message feel authentic rather than exaggerated.

Overall, the Nike “Just Do It” advertisement effectively uses visual rhetoric to persuade its audience. Through strategic use of color, body language, minimal text, and brand ethos, the ad creates an emotional connection that motivates viewers to associate Nike with personal determination and success.