

Analysis of Tylenol Ad in *Real Simple*

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The intended audience of this Tylenol ad is the readers of the magazine *Real Simple*. This magazine is primarily aimed at women, and therefore this ad will mostly be seen by women. The ad assures its audience that Tylenol won't raise blood pressure or interfere with medication that regulates it, showing that the ad is likely targeting people in the middle-age range who might have health concerns.

Throughout the company's ad in *Real Simple*, Tylenol aims to convince the audience of its product's effectiveness through brand recognition, factual claims, and appeals to emotion. Each one of these elements seeks to convince the magazine readers that Tylenol acetaminophen is an effective, trustworthy product deserving of their purchase.

Tylenol can effectively advertise to consumers on the basis that it is already a household name. The element of extrinsic ethos relies on the brand's popularity and familiarity. Most people, especially those within the target audience, will have at least heard of Tylenol or may have used it before due to the prevalence of such brands in daily life. Within the *Real Simple* ad, Tylenol prides itself on the idea of being the “#1 Doctor Recommended Pain Relief Brand for those with High Blood Pressure.” This idea establishes Tylenol as reputable and well respected by medical professionals. Tylenol might hope for readers to see this claim and then realize that this particular brand is popular and successful for a reason. Those viewing the ad might consider such things and feel like they can trust the brand. A lot of the brand's success might rely on

brand recognition and staying power, but with this ad they seek to go above the status quo and tout themselves as the number one brand trusted by professionals.

Alongside textual elements, the ad also provides a visual aid to its argument. The company wants the target audience to know that their product is superior and great for the heart, displaying an illustration of a pill connected to a heart transmitter-like line and a heart shape. Most of the ad is red, which further aids the imagery of the heart and the topic of blood pressure. It even contains an image of what the box might look like in the store. This may serve the purpose of making sure that potential customers do not confuse the types of Tylenol or mistake it for another brand. Considering the older target demographic, a physical picture of the product can serve as an easy way to remember it. Some may go as far as marking the page or making a magazine clipping. Above all, images and illustrations can quickly catch one's attention and share an idea more easily than text. Through these numerous different elements of this advertisement, Tylenol keeps their representation simple and effective to convince the audience that this is the brand that they want.

Not only does Tylenol work with its well-known name and trust, but it also uses this ad to present factual evidence of its product's superiority to readers. Logos, the argument itself, is presented from a place of logic and reasoning. With their presentation of such information, the ad keeps it simple enough that the average reader would have no trouble understanding its message. The part in reference is the claim that "Tylenol won't raise your blood pressure or interfere with certain blood pressure medications like ibuprofen or naproxen can." Readers with blood pressure concerns may feel that other pain-relieving medications would put them at risk, especially if they are taking medication specifically for blood pressure regulation. Through this information, those

readers might feel the urge to switch to Tylenol from a riskier product or to keep Tylenol in their mind in case they do need a pain relieving medication. This information also serves as a subtle attack on Tylenol's possible competitors in the pain relief medication market. In an effort to show that Tylenol's acetaminophen is better by proxy, the ad mentions that other over-the-counter drugs can pose the risk of raising one's blood pressure or interfering with medications. The brand seems to cover itself well, persuading with arguments of both offense and defense. The other main appeal to reason is the aforementioned claim of widespread support by doctors. Even if readers might not trust a pharmaceutical company, a brand with the highest support from doctors is likely to win some trust. These two main elements appeal to logic and reason and seem to present an objective stance on the effectiveness of Tylenol's acetaminophen. Such support is an effective way to provide an ad with indisputable qualifications.

This advertisement also uses pathos, seeking to appeal to the emotions of its readers. With a likely audience of middle-aged to older women, there is likely to be a decent amount of health-conscious people. The ad uses this to its advantage, and through its imagery and arguments might make the collective audience reflect on its health. A person concerned about their health possibly has an understanding of their own blood pressure situation and what limits they must apply to themselves. Upon seeing this ad, readers of *Real Simple* might realize that they can take pain relieving medication without any real worry of raising their blood pressure or upsetting their regular prescriptions. Even those without blood pressures woes might consider Tylenol's pain relief medicine as an alternative to others because they do not want to risk it. Aside from the claims and statistics, the ad is created with white text on a red background. The pill is similarly colored and is connected to a simple illustration of a heart monitor line and a

heart shape. These simple colors and shapes stand out to represent health and medical connotations in general. This coloration helps to make the ad seem more like a noteworthy medical guide and less like an advertisement of a product. The general design of the ad most certainly seeks to stand out and catch the attention of anyone who might be concerned for their health, which is likely a good amount of people in the target audience of the magazine. An appeal to emotion is especially important when it comes to raising concern for one's health and well-being.

Through a simple design and a variety of approaches, Tylenol's ad for pain relief medicine effectively approaches its target audience and presents itself as a trustworthy and effective alternative to other similar products. Analysis of this simple advertisement shows how numerous different elements must be thoughtfully assembled to convey a message easily understood by many. With its focus on brand recognition, factual claims, and appeal to emotion, Tylenol aims to convince magazine readers of its effectiveness through its carefully constructed ad.