

This ad appeals to logic by using factual information, by including that the cereal is an excellent source of Vitamin D. The audience targeted is most likely parents, by including a Fred Flintstone cartoon.



I eat this tasty cereal because it’s beautiful, like me!

I changed the ad’s rhetorical approach to emotional, by using descriptions and trying to evoke an emotional response from the audience. The audience has been changed to target the male demographic instead of children by using a picture of an attractive female.