

“Up For Whatever”: A Close Reading of Anheuser-Busch
Superbowl Advertisement

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Introduction

We are constantly exposed to hundreds of advertisements daily, and countless throughout our lifetime. There are certain advertisements that we seem to remember and stick in our memory forever. What is it that makes certain advertisements have this effect on people? How are they different from the majority of other advertisements that we do not remember? This study aims to help identify key factors contained in these advertisements that are having an effect on their audience. The specific advertisement that we will be using is an Anheuser-Busch Superbowl commercial from the 2014 Superbowl. This commercial has since been very successful, and has been the template for all of their commercials since.

This commercial first aired during the 2014 Superbowl, which is the top event watched in the United States annually. The 2014 Superbowl set a new record for ratings with 111.5 million viewers, making it the highest watched event in American history (cbsnews). Debuting this commercial during the Superbowl, Anheuser-Busch is using this event to its advantage by airing it at a time where their advertisement would have the most impact. Since the notion of partying and the Superbowl closely parallel, this corporation is advertising to their ideal market, utilizing the widely accepted “party day”. On every media platform we see some type of advertisement or commercial that involves some form of entertainment or excitement in one aspect or another.

This commercial is a prime example of this current day advertising we see in the media.

Despite the fact that this is a beer commercial, it does contain key rhetorical devices that are used worldwide that help appeal to audiences. Throughout the existence of television, Anheuser-Busch has been very current with the type of advertising they have produced, and have emerged as one of the top advertisers. They seem to always follow current trends, or even create their own within television commercials. Within the last year, Anheuser-Busch has created a

series of “Up for Whatever” commercials. These commercials aim to show how something extraordinary can happen to your average American. The main rhetorical device we see Anheuser-Busch using is an ordinary man named Ian as a representation of the majority of Americans, also known as a synecdoche. A synecdoche is a term used where a part is meant to represent a whole. When looking further into this notion, two crucial components we see emerge are the ideas of entertainment and excitement. Within these two broader terms, we see details like celebrities, sexual excitement, competition, fast-paced, excitement-oriented colors, and high class status. Their commercials are meant to leave you with a memorable experience that you can associate with their beer, and the result of drinking it.

Anheuser-Busch uses techniques like appealing to emotional aspects for excitement and entertainment and combining them with popular current mainstream conventional interests. Their use of traditional rhetorical structure and strategy is used as the basis for the commercial, adding to its persuasive effect. Combining these devices with these mainstream icons immensely impacts the audience by sparking interest in the viewers.

Method

To examine this rhetorical artifact, I use close reading to identify specific elements embedded within the commercial. Carl R. Burghardt interpreted this method and as one that “studies the relationship between the inner workings of public discourse and its historical context in order to discover what makes a particular text function persuasively” (Burghardt 199). As described by Burghardt, close reading historically has been used primarily to examine texts, speeches or documents. We will look at the different factors that close reading entails, and discuss how it applies to more current day forms of rhetorical artifacts like television, new media, and advertising.

Michael Leff's "Dimensions of Temporality In Lincoln's Second Inaugural" is a prime example of how close reading is applied and gives us a first hand experience of this traditional way of using close reading. In this text, Leff breaks down Lincoln's Inaugural speech paragraph by paragraph, shedding light on minute details that one might overlook. He goes into depth about broad ideas like the changing of themes within the speech, down to small details like body movement and gestures that add to persuasive effect. For example, Leff writes: "On a more subtle level, the paragraph establishes a relentless tone of passivity and self-effacement. The first person pronoun occurs only twice (and never again appears anywhere in the speech)" (Burgchardt 200). We see Leff diving deeper into this "Dimensions of Temporality In Lincoln's Second Inaugural" and discussing the different tones in each paragraph and the underlying ideas that are not explicitly mentioned in the speech. Close reading allows us to understand why and how these elements are having an effect on us.

Along with Leff, we also see Stephen E. Lucas using close reading to analyze and interpret the different elements of a document. In this analysis, Lucas "seeks to illuminate that artistry by probing the discourse microscopically—at the level of the sentence, phrase, word, and syllable" (Burgchardt 205). In this text, Lucas presents us with different excerpts of the Declaration of Independence, and breaks it down into its smallest form. He describes to us how each word and syllable of each word adds to the powerful rhetorical effect the Declaration encompasses. He also gives us his interpretation of the Declaration, which is divided into five parts: the introduction, the preamble, the indictment of George III, the denunciation of the British proper, and the conclusion. These five parts serve to break down the document as a whole, and give us a way to investigate each section and the elements that contribute to the rhetorical effect.

Close reading has transcended from traditional texts and documents to new forms of rhetorical artifacts, In “Why We Fought: Holocaust Memory in Spielberg’s Saving Private Ryan”, by Paul Ehrenhaus, close reading is being used to analyze films and television. Ehrenhaus goes into detail about how Spielberg used certain aspects of the film, and how they played into its rhetorical effect. Ehrenhaus attempts to describe the different strategies that Spielberg used to paint a vivid picture of life on the battlefield which is meant to have lasting effects. Ehrenhaus gives detailed descriptions of setting, characters attitudes, and conversation to leave the reader with no apprehension as to what was going on. Cinematically, Ehrenhaus describes how Spielberg plays with different camera angles and effects to provoke certain feelings from the viewers.

Only recently has the close reading method been brought into the media spectrum. Much like Stephen E. Lucas explained in “The Stylistic Artistry of the Declaration of Independence,” close reading breaks down artifacts into their smallest form and explores these minuscule rhetorical devices. Advertising in the media should be looked at no differently. Though it is not a text or speech, the elements within are comparable. This method has transcended into the new media platform, and should now be viewed with importance. Because this commercial is so fast-paced and detail oriented, it will give us a chance to take a step back and look closely into the minute details that have a huge impact on the overall message. I use close reading to expose elements that are not seen by the general public. This will help us to look at different techniques that Anheuser-Busch uses to instill certain ideas and concepts in us. In this commercial, we see many cultural norms and stereotypical situations. Since this commercial was so brief, we often miss minuscule details within.

Close reading allows us to explain rhetorical devices like synecdoche and how they are put to use. By using close reading to analyze this artifact, we can further examine synecdoche and understand how it is working. It is important that we understand these methods because this type of advertising has become a trend in our current day society. In this specific commercial, the use of celebrities, outrageous situations, and exciting stimuli serve as tools to attract its audience. After digging deeper into audience reception, we get a better understanding of how the organization of this commercial plays into its effects. “Rhetoricians engage in close textual analysis tend to focus on a single text at a time. By examining details of the text, they uncover subtle and otherwise unrecognized rhetorical strategies. They do this to explain how a text was constructed to invite a particular response in a particular audience. The close textual critic, in other words, scrutinizes a work in order to determine how its form was designed to achieve its function.” (Ceccareli 6)

Description

At the very beginning of the commercial, it shows Ian Rapoport sitting in the restaurant, being filmed by hidden cameras. The camera angles keep changing from Ian, to a control room, consisting of cameramen and others that are responsible for coordinating this event. This control room contains numerous amount of monitors, cameras, cameramen, and microphones. To this point, the restaurant he is at gives the appearance of your common, average restaurant filled with people. This restaurant appears to be a casual, middle-scale restaurant. After a few moments, Ian is approached by a woman who is holding a Bud Light, where she asks him “If I give you this Bud Light, are you up for whatever happens?” Before he gets the chance to answer, the scene pauses, where the narrator of the commercial begins to speak. In a rapid, deep-toned, concerned, voice he says “Three seconds ago, we gave Ian Rapoport a Bud Light and a choice. Ian is not an

actor. He has no idea what's going to happen next." While the scene is paused, arrows appear, showing us that every single person in the restaurant are actors, except for Ian himself. The scene resumes, where he answers yes, and is then escorted to a red Hummer limousine awaiting his arrival. When he enters the limousine, he discovers numerous women attending a bachelorette party along with famous musician Reggie Watts playing DJ. Reggie Watts is very popular amongst the younger generation. By using Reggie Watts, Anheuser-Busch is further appealing to a younger generation. Traditionally, Reggie Watts is known for being a musician and comedian which is consistent with the themes of the commercial. Reggie Watts is sitting at a makeshift DJ booth at the back of the limousine where he is controlling turntables and a microphone.

Seconds later, they arrive at a "secret" location where Ian enters a dressing room. In this dressing room, Minka Kelly, a famous actress, styles him in new clothing and prepares him for what comes up next. Minka Kelly is an American actress who stars in television series. The television series that she stars in are consistent with the target audience of this "Up for Whatever" Bud Light commercial. Her most famous role is her role in the hit TV series "Friday Night Lights." This is a television series about a football team which also closely parallels with the whole context of this commercial. She is known for being a very beautiful and attractive woman, which is consistent with the stereotype of sexual excitement for male.

Next, he gets in an elevator, where he finds Don Cheadle, a famous actor who plays many masculine, heroic roles in popular movies. He is one of the main characters in the recent Marvel Ironman movies where he plays a general in the army who is viewed as a tough, brave individual. He has become known for the masculine roles that he plays and creates a perfect role model of what a man should be. Along with Don Cheadle and the llama, there is a set of twins standing behind him.

Upon exiting the elevator, he finds himself in a room with a bright, vibrant blue floor, and Arnold Schwarzenegger waiting for him to play in a “sudden-death” ping-pong match. As he walks in Arnold yells “prepare to get beat in a game of tiny tennis” in his legendary Arnold Schwarzenegger voice. Also, in this room there is a party full of numerous sets of good-looking twin girls walking around, holding Bud Light cans. As he is preparing to play Arnold, all of these sets of twins gather around to watch him play. In my opinion, this scene has the biggest impact of the entire commercial. We see two major things that play into the theme of a man’s perfect night. Arnold Schwarzenegger is the definition of a man’s hero. He is known as being the world’s greatest body-builder, actor, and governor. The movies he has played in are some of the most iconic, heroic movies to date. Being able to compete against Arnold and let alone beat him, is any man’s ideal situation.

After beating Arnold in “sudden death ping pong”, the wall of the room falls, where the famous band One Republic is playing outside. He is surprised to discover thousands of people dancing and having a blast. One Republic is a mainstream band that has come on to the scene within the last five years. At this point, he finally discovers that this party is all for him. He is brought on stage, quickly switching to a scene where Ian is filming himself with his cell phone. By showing him filming himself with his own camera, it shows that he was genuinely having the time of his life. As the commercial is ending, the narrator comes back on to announce “Bud Light. The perfect beef for when you somehow find yourself in a limo with Reggie Watts and some bachelorettes, then get styled by Minka Kelly, before Don Cheadle, a llama named Lilly and the identical twin of the girl you just met take you to a party, where you defeat Arnold Schwarzenegger in a sudden-death ping pong match, that puts you onstage with One Republic.”

Analysis

Looking into the strategy of Anheuser-Busch when viewing this advertisement, we see a few key ideas surface. The main component we see is Anheuser-Busch using Ian Rapport as a synecdoche, using him as a representation of the general population of America. A synecdoche can be defined as where “A whole is represented by naming one of its parts, or vice versa” (Silva Rhetoricae). Ian is primarily used so we can assimilate with him, and imagine ourselves in his position. He is the perfect example of the average American. Anheuser-Busch is trying to make the audience relate to Ian, making us believe that this could potentially happen to us. Mark Moore sheds some light on the true meaning of synecdoche in his document “Making Sense of Salmon: Synecdoche and Irony in a Natural Resource Crisis”. This document discusses a natural resource crisis in the Pacific Northwest, explaining how each natural resource affects another. By focusing on salmon, Moore is using this individual component as a synecdoche representing natural resources as a whole. He further expands on how the notion of synecdoche is the master trope surrounding the discourse of this salmon crisis. Although the topic of this document does not relate, it provides a better understanding of synecdoche and shows its influence.

“Synecdoche as a rhetorical construct has shaped and expressed public, political, and scientific salmon in four critical ways” (Moore 75). This quote shows how synecdoche works, where a specific individual or group can represent a whole. The new slogan for Bud Light throughout all of their recent commercials is “If you drink Bud Light, you are up for whatever.” As for me, I always think of this commercial when I see Bud Light. Subconsciously we will associate the two because of what happened to this average, American male.

Looking further into the antics of this advertisement, in broad terms, Anheuser-Busch uses two main ideas to appeal to its viewers: excitement and entertainment. The notion of excitement is a very broad term that can encompass almost an infinite number of ideas. In this

particular commercial, Anheuser-Busch uses things like gender stereotypes involving male sexual excitement and mainstream celebrities, strategic placement of colors in various scenes of the commercial, the idea of a hidden camera and narrator, and humor. By using Ian Rappoport as a synecdoche that represents the average male population in the United States, Anheuser-Busch is showing us what America's perception of the ideal night for the average American male is.

One of the main rhetorical devices that Anheuser-Busch explores that is encompassed in the notion of excitement is the involvement of celebrities in this advertisement. We seem to be particularly fascinated with celebrities, who represent high status. These celebrities are used to create comedy and humor that generate a lasting memory for its viewers without them even knowing. In this commercial, we see five main celebrities: Reggie Watts, Minka Kelly, Don Cheadle, Arnold Schwarzenegger, and the band One Republic. I feel that each celebrity served its own purpose in the sense that they each represented a different aspect of our perception of a man's perfect night. We first saw Reggie Watts, which represents the popularity of music in our society. Next, Minka Kelly styling Ian with a completely new wardrobe, which shows the importance of materialism, and how attractive women are always involved when speaking about a man's ideal night. Next, we see one of the most iconic male actors of our time, Don Cheadle. He represents that perfect model of a man that any many would strive to be. Next, we see Arnold Schwarzenegger, which is also any male's hero. Being able to compete and succeed against Arnold represents a man's competitive nature and feeling the ultimate sense of accomplishment. Lastly, One Republic adds to the fascination with being under bright lights and being the center of attention. These celebrities and how they are strategically placed show that our society has created a stereotype of a man's perfect night. What I found interesting about this commercial was that none of the celebrities were actually drinking the beer or even holding the beer. What we did

see was the brand logo placed all over the commercial. Though the celebrities were not holding or drinking Bud Light, everyone around them was. I think Anheuser-Busch's strategy here was to make us remember the Bud Light image which would cause people to be more inclined to buy Bud Light by forcing the image upon viewers.

Using celebrities as a marketing tool has been a long time strategy of big corporations. There have been countless times when we see celebrities endorsing products that may not even relate to their particular occupation. In "Ashley Judd's Indictment of Mountaintop Removal Coal Mining: A Stain on the Conscience of America", Waggenpack and Van Dyke talk about the different ways Ashley Judd used her status as a successful actor to help her influence environmental change. "Celebrities often use their status as a platform for political engagement and social change" (Waggenpack and Van Dyke 346). This quote shows how celebrities statuses alone can influence change, whether the individual is credible or not. Although this Anheuser-Busch commercial is technically not calling for change, it can be looked at similarly due to the use of celebrities. In our culture, celebrities have inherent power solely based on their fame. We think that just because a celebrity endorses something, it is credible. This commercial is no different. Naturally, we are now inclined to believe that Bud Light is credible because of this high class status that these celebrities attain.

While viewing this commercial, or commercials similar to this one, we are unaware of the small, impactful details that occur like the use of different camera angles, lights, and music. The narrator in this commercial is the cohesive unit that ties everything together. Right away the narrator comes on, with a fast-paced, concerned voice that is meant to set the tone for the rest of the commercial, and map out the events that occur to assure to the audience what is happening. In the last scene of this advertisement, the narrator comes on again and says, "Bud Light, the

perfect beer for when you somehow find yourself in a limo with Reggie Watts and some bachelorettes, then get styled by Minka Kelly before Don Cheadle, a llama named Lilly, and the identical twin of the girl you just met take you to a party, where you defeat Arnold Schwarzenegger in a sudden-death ping pong match that puts you onstage with One Republic.”

This commercial blatantly tries to show us that much of it was filmed with hidden cameras, and that Ian Rapoport was, in fact, unaware of what is going to happen to him. Throughout this commercial, the camera rapidly changed back and fourth between Ian and a control room, where there are dozens of people in charge of coordinating what is happening, or about to happen next. By using this control room component in the actual commercial, Anheuser-Busch wants us to see that this series of events was a live event, where Ian is not an actor. This paired with the lights and music creates a fast-paced effect. To supplement the control room aspect, we hidden cameras as the primary method of filming. This technique is used to add the the candid, un-expecting attitude that Ian Rapoport has throughout the night. By doing this, Anheuser-Busch is attempting to make the audience relate to Ian, using him as a synecdoche for average Americans. Ian purely serves for us to assimilate with him, and imagine ourselves in his position. He is the perfect example of the average American, and can be looked at as a representation of that for us to relate to.

Throughout the commercial, we are constantly being exposed to the Bud Light product, even if there is not a Bud Light logo present. This is apparent in the colors that this commercial uses to subconsciously have an effect on us. Although it may go unnoticed at first glance, we see the same bud light blue color in almost every scene, even when there is no Bud Light memorabilia present. For example, in the first scene when the arrows appear, they are blue and white. Also, if looked closely, the handkerchief in both Don Cheadle and Ian Rapoport’s jacket is

also the same blue. Another color that used throughout the advertisement is red. Red is meant to produce excitement, which is what this commercial is all about. Anheuser-Busch supplements red with the blue many times throughout the commercial to add to this rhetorical effect. The first time we see red is the color of the limousine, and again when he is riding in the limousine. While Reggie Watts is playing, the lights inside rapidly change back and forth between blue and red. At the end, the lights on stage behind One Republic mimic the lights in the limousine, alternating back and forth between blue and red. This effect promotes the product itself, and also creates excitement within the viewers.

The second main strategy that Anheuser-Busch uses that encompasses many of the separate entities embedded in this commercial is the idea of entertainment. The three main forms of entertainment present are humor, partying, and competition. These concepts go hand in hand with the excitement idea, and how Ian Rapoport is used as a synecdoche representing your average American male.

Throughout this commercial, humor is everywhere. Humor plays an enormous role due to how effective the use of emotion can be when trying to persuade or promote a particular item. Humor is interwoven constantly throughout the commercial which goes along with the entertainment and excitement themes. The first main time we see it is when Don Cheadle is holding a llama named Lily in the elevator. This is a certain instance when we see an outrageous, humorous act that is meant to have a lasting impression on the audience. Next, upon exiting the elevator, Ian finds himself in a party full of sets of twins. This is another one of those humorous moments in the commercial that serves to aid us in remembering this advertisement, and associating Bud Light with these outrageous events. Lastly, he finds Arnold Schwarzenegger dressed in a ridiculous costume while wearing a wig. This is the main humor segment of this

commercial. This scene alone contains all the aspects of entertainment mentioned so far: humor, competition, and partying. These, accompanied by smaller, more minute humorous moments, add to rhetorical effect.

The second component of entertainment we see at work in this commercial is competition. Humans have an inherent desire to excel when faced with competition. In his “sudden death ping pong” match with Arnold Schwarzenegger, Ian is victorious in the end. Right as this match is beginning, Arnold says to Ian “prepare to get beat in a game of tiny tennis,” which serves to present us with a challenge. By using Ian as a synecdoche, it serves to give viewers of this advertisement the same thrill and sense of accomplishment and overcoming of a challenge that Ian experiences. Also, the fact that this competition was played against Arnold Schwarzenegger, an iconic male figure, gives its viewers the ultimate sense of satisfaction.

The last component of the idea of entertainment we see being used is the role of partying. This commercial is essentially one big party for Ian Rapoport. From the celebrities, women, music, etc, we see your stereotypical idea of the perfect party, one that most people dream of that many will never get to experience. This commercial especially perpetuates gender stereotypes about women and their role in the party atmosphere. Whenever the perfect party scenario is being described, woman are always one of the centerpieces. Nowadays for a man, women and partying go hand in hand. In this Bud Light commercial, we see Ian surrounded by attractive women in basically every scene. This has created a stereotype that every man finds these women appealing. In reality, this is not true, and this commercial preserves this gender stereotype. By using Ian as a synecdoche, we can put our self in the same position as him, one where we think if we drink Bud Light this could potentially happen to us. At the end of the commercial, Ian finds himself at a One Republic concert, where the party is specifically for him. This notion is

perpetuating the stereotype of partying being a major source of entertainment in our society. This party that Ian finds himself at contains all of the aspects that we believe create this perfect party. By relating us to Ian, Anheuser-Busch creates this feeling inside its viewers that enables them to realize that this could happen to you. Entertainment is what all humans long for and keeps us going. In this commercial, Anheuser-Busch covers all of the basic forms of entertainment and relates them all to each other. This makes this surreal, un-realistic night that Ian had realistic, where it all of the sudden does not seem so unrealistic.

Audience Reaction

When researching reactions of audiences and viewers of this commercial, the majority of reactions were positive with a few exceptions. Some of the youtube comments, Facebook comments, and online blogs I found about this commercial's comments yielded negative feedback attacking the taste of Bud Light. I found that most reactions to this commercial made people want to go out, and drink Bud Light with the desire to experience situations similar to Ian's. Many wrote about how they now think of Bud Light when seeing these different celebrities as a result of viewing this commercial. For example, two viewers wrote "I don't like bud light or commercials before my unrelated YouTube videos. But damn you bud light if you didn't make some video gold and convince me to maybe get a case, damn you," or "I WANT TO PLAY TABLE TENNIS WITH ARNOLD!" This is precisely the effect that Anheuser-Busch wanted from its audience. After reading many of these comments, this seemed to be the dominant reaction. Most of the reactions I discovered were positive and resonated well with the audience. The majority of the negative comments and reactions that I discovered from the audience were invalid. Individuals that gave negative feedback simply attacked the taste of Bud

Light. Although the taste of Bud Light may not be preferred by some, this is not what this commercial was about. This commercial focused on the result of drinking the beer, and not the taste. This is one of the reasons why we do not see any of the celebrities physically drinking the beer during the commercial. I believe this because the aim of Anheuser-Busch was not to promote good taste. It was to highlight the effects of the beer, and to make the viewers desire and experience similar to Ian's.

Although this commercial is meant to be comical and amusing, it does, in fact, contain rhetorical devices. Why I thought this commercial was particularly powerful in persuasion is because Ian is used as a synecdoche that represents your common American male who was in a restaurant, who ends up interacting and partying with very famous people, all because he ordered a Bud Light. This makes viewers able to put themselves in the same position as Ian, and imagine themselves interacting with these celebrities. It should be considered rhetorical because of how this notion of synecdoche is enticing the audience. Also, way that the commercial is set up to entice the viewers and the way that they use music and external factors to produce excitement within the viewer. It is amazing how our mood and attitude toward something can be swayed by things like camera angles, music, and lighting. When the music is a certain way, we are automatically inclined to believe that the content within the commercial is going to be the same way. For example, if a commercial starts off by playing sad music, we automatically assume the commercial to be sad. This commercial plays up-beat, party music, which automatically makes us believe that the commercial is going to be exciting. Also, some of the outrageous events like Don Cheadle with a llama, and Arnold Schwarzenegger playing ping-pong with a wig on are inserted in the commercial to make us remember those particular events. Strangeness is one of the most powerful tools when making something stick with the audience, which is the technique

Anheuser-Busch is demonstrating here. Paired with these odd events, strategic camera placement, music, and lighting of this commercial create a powerful piece. I feel that Anheuser-Busch accomplished their goal of getting the audience to remember their product in a way that is associated with the ideal party.

I think the angle of advertising is smart for Anheuser-Busch. They choose to focus on the result of drinking their product rather than the product itself. Not once in the commercial do we see Anheuser-Busch talking about the taste or ingredients of their Bud Light. This is consistent throughout the commercial, as we do not see any of the celebrities actually drinking the beer. We see the beer all around them, just never physically consuming the product. Because Bud Light is not particularly known for its flavor, it is wise of Anheuser-Busch to advertise on a different platform. This commercial does a great job of enticing viewers in a different way, is meant to associate Bud Light with a “good time” rather than experiencing “good taste”. I feel that this commercial ultimately succeeds in properly advertising Bud Light. In “Shaping Science” by Leah Ceccarelli, she states, “The rhetorician conducts a close reading of the text in its context to offer hypotheses about how readers might have been invited to respond to the text’s appeal” (Ceccarelli 8), and describes that close reading looks into how the author of a text uses different devices in hopes that the readers will interpret them the way they intended. In this case, I feel like Anheuser-Busch is very successful in accomplishing their goal of sparking desire in viewers. It is clear that there is an immensely small chance that this will not actually happen to you, but desire is a powerful feeling. This instills the audience with hope that drives them to want to consume Bud Light. Although this commercial does not properly describe the beer, or any aspects about the beer like taste, nutrition, etc, it does not claim to be the best tasting or most nutritious

beer. Above all else, this commercial provokes the feeling of desire. I feel that they succeed on advertising their claim, which is “the best beer for whatever happens”.

Conclusion

Anheuser-Busch has consistently produced these enticing advertisements. By presenting us with a synecdoche that represents the majority of the population, Anheuser-Busch is able to appeal to mass amounts of people. This commercial is rhetorical structured to draw consumers in and create these exciting and entertaining emotions within viewers. Anheuser-Busch continues to perpetuate stereotypes they have created in past years involving the ideas of excitement and entertainment. Their use of humor, celebrities, vibrant colors, and presentation all channel to producing this idea of excitement. We also see humor being heavily used throughout the commercial along with partying and competition. These are small components that all draw into the entertainment aspect. This is also a reflection of your stereotypical American lifestyle. Through the years we have seen Anheuser-Busch create many unforgettable commercials whether is it for Bud Light, Budweiser, or any products that they produce. It is apparent that they have been successful with identifying different aspects of a commercial that resonate well with the audience, and have used this to their advantage.

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