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Anyone Can Be An Eco-Hero

The United States Environmental Protection Agency (EPA) has been trying their best to protect the environment through regulations set on products. Vehicles and engines are one of the main products they keep watch of to make sure every regulation is followed since car emissions have a major role to play when it's come to damaging the environment. In order to support the cause of the EPA, many car companies have started to make green vehicles that have a less damaging effect on the surrounding nature. One of the companies doing this is Kia Motors with their eco-hybrid vehicles. In order to get the public more aware of the different ways Kia is trying to make driving become greener, they release different advertisements to ensure the message is received world-wide. Although the advertisement "Hero's Journey" uses an excess of humor, I argue that the advertisement is effective in promoting the eco-hybrid feature as well as getting the audience to buy the Kia Niro through the use of ethos, pathos, and logos.

The advertisement uses a person's ethics to help the audience relate to the eco hybrid feature in the car. During the advertisement, the audience is able to see the journey of an eco-warrior to save the environment while using the Kia Niro. Although the journey the person takes is long and treacherous, it is one that comes from doing the right thing and protecting the world where everyone lives. This connects with a person's desire to not only help but also do the right thing. Of course, it might not be the same way as shown in the advertisement by traveling to faraway places. One can also do something to help the environment right where they live. As

narrated in the ad: “It’s hard to be an eco-warrior but it’s easy to drive like one” (Kia Delray, 2017). Just because they aren’t capable of going to locations and protesting to save what they are passionate about doesn’t mean they aren’t capable of doing their own little part. It can be as easy as driving the eco hybrid Kia Niro. It gives a call to action to the audience to do something positive for the environment by appealing to their morals and owning a vehicle that helps the same cause one is fighting for.

To build its credibility, the advertisement features Melissa McCarthy, a well-known actress in Hollywood to star in the leading role. McCarthy has an extensive filmography both in film and television. She has worked on projects like *Gilmore Girls*, *Mike and Molly*, *Life of the Party*, *The Happytime Murders*, and recently *Can You Ever Forgive Me?* Due to the work she has done, McCarthy has received numerous nominations and even winning some which include two Primetime Emmy Awards. With a familiar face, the advertisement is able to capture the attention of the audience, especially those familiar with her work. With a connection already established, the audience will be more than likely to watch the entire ad. By including someone who is relevant and familiar, the audience is able to put more trust in the product being advertised, thus making them more likely to purchase the vehicle.

Another source of credibility is the company itself, Kia Motors. The audience is able to see Kia’s logo at the end of the advertisement. The company itself is credible because it has been in business since 1944 and has received multiple awards including being part of Interbrand’s 100 Best Global Brands in 2017 for six years in a row (Kia Awards). This demonstrates that the brand of Kia is well known around the world, and that most people will easily connect Kia with cars if they ever see or hear the name. By already having a recognizable brand, there’s an understanding established with the public that Kia is a reliable source to get a car from.

To help the audience become more emotionally invested, they feature a song in the advertisement, “Holding Out For A Hero” by Bonnie Tyler. The instrumental portion of the song is very energetic off the bat. It keeps a fast pace and sounds like music one would normally hear during a fighting sequence which correlates with the theme of the ad of saving the planet. The lyrics that keep repeating are: “I need a hero/I’m holding out for a hero ‘til the end of the night/I need a hero/I’m holding out for a hero ‘til the morning light” (Tyler). The lyrics create a feeling of helplessness that the audience will feel towards the environment. The environment is waiting for a hero to come along to save it from all the destruction it has experienced. It’s subconsciously calling towards the mind of the audience to do something about it which, in the advertisement, means to use a vehicle that’s eco-friendly. Without realizing it, the audience is becoming the hero as soon as they start driving the Kia Niro.

Color is also used to subconsciously connect the audience with the images they are seeing. In the advertisement, the two main colors used are blue and green. This is most notable when the blue Kia Niro is driving past a vast green field. Blue in the advertisement symbolizes trust, loyalty, cleanliness, and the ocean. These characteristics are telling the audience to have faith in the product. It’s also reminding them silently that the car is clean and also taking them back to the beginning of the ad during the ocean scene. It helps connect that moment with the car. The color green has the strongest presence in the ad. It symbolizes nature, safety, growth, energy, and freshness. All the qualities are ones a person is looking for when they think about going green, especially with a vehicle. When both of these colors are combined, they create a stable connection between the efficiency of the car and the way it can help the environment. By making it memorable, most are able to use this connection made when picking out a new car to own.

To also appeal to the more logical side of people, the advertisement gives a couple of facts about the Kia Niro. At one point, a shot of the back of the car is shown, demonstrating the words eco hybrid. This is telling the audience what type of car is being advertised to them. An eco-hybrid car is a green vehicle that is more efficient and less polluting than other vehicles. The eco part of the Kia Niro lets the audience know that the vehicle releases less harmful emissions to the environment. The hybrid signifies that the car is able to run not only on fuel but also an electric motor. This is perfect for someone who is looking into getting a more modern car that is also more friendly for the environment.

The advertisement also features a bit of data as logos for those who are more interested in the mechanics of the car. For example, at the end of the advertisement, the audience is able to see a quick description of the EPA fuel economy with 46 city/40 highway/43 combined. This data demonstrates the mileage a driver gets with a full tank of gas when driving the Kia Niro in certain roads. It connects with the audience who are more oriented towards a car's performance than the overall picture. By giving a bit of information, the advertisement will make this targeted audience curious about the car and its mechanics. They are more likely to do more research on the vehicle which in turn could become a sale.

Kia Motors advertisement shows the positive impact of driving an eco-hybrid car can have on the environment. They allow the audience to connect and view themselves as eco-warriors when driving the Kia Niro. They also become more motivated to make changes around them and lend a helping hand in saving the environment. It can range from doing something small where one lives to traveling across the globe and protecting something dear in their hearts. The goal is to take the first step in making a more beautiful and cleaner environment that anyone can accomplish even with limited resources. What will you do to help?

Works Cited

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