



**Don't you wish
all break ups were
this rewarding?**

Bring us your old phone for cash or credit.

Find out how much your old phone is worth at gamestop.com/trade

Cash option not available in all locations. Trades must be in full working condition to receive full value. Defective items may be eligible for trade at a lesser value. Trades subject to manager approval. Cannot be combined with any other offer. See store associate for details. No dealers. Void where prohibited. GameStop, Inc. reserves the right to cancel, terminate, modify or suspend the offer for any reason without notice.

GameStop
POWER TO THE PLAYERS™

Jonathan Valero

Prof. Lange

COMD 3504-D240

Rhetoric response

This is an ad for GameStops phone trade-in promotion. It has a red background with darker tones around the edges that get lighter around the image to form a spotlight around the picture. The image itself is the picture of a phone with a text conversation talking about a breakup and how it's a good thing because now they can get money from gamestop from it. The phone also has a cracked screen and they use a face with money emoji in the image. It's using a thin sans serif font. Below the image is a block of centered text in a bold sans serif font that says "Don't you wish all break ups were this rewarding?" Below that are two single lines of text one in bold font the other in a thinner font the first line says "Bring us your old phone for cash or credit." while the second line says "Find out how much your phone is worth at [Gamestop.com/Trade](https://www.gamestop.com/trade)". Finally at the bottom are the disclaimer in the smaller font and the Gamestop logo with their catch phrase "Power to the players" .

This whole ad is designed to get people to trade in their phones they do this in multiple ways to start they have all the important text centered so your eyes always stay in the middle of the ad as you read it just like you would a phone this is also why they have the image above any text in the ad. All the major information that brings attention to the promotion and money is made bright bold white for quick and easy readability while any of the technical info is put in a thinner grey text so its harder to read. I was unable to find a linguistic message in this ad because

it uses a very generic font so there's not much personality to distinguish the ad. The Non Coded Iconic Message is much more prevalent, but not very strong the more iconic colors for game stop is to have black as the primary color and use red and white as complimentary colors, with only red and white making an appearance in this ad it could be easily confused for a company like target. Overall I feel like this ad is really strong when it comes to sending its message but when it comes to distinguishing itself it has multiple issues. As stated before the colors are related to gamestop but they are not used in the way they usually are and because of this the identity does not come out as strong as it could have. The visuals are lined up in a way that they are easily readable for anyone but if the gamestop logo was not in the corner then I would have no way of knowing this ad was from gamestop. This ad is giving a mixed message with the way it presents itself the main joke of the ad is that you should trade in your phone because its like a break up but the two main issues is that Gamestop traditionally is known for their video games and that's it so this isn't on brand for them in my opinion I feel the ad could have worked better if it incorporated video games a little more, they could keep the phone and text layout exactly the same that I have no issue with but if the offer instead said it offered a discount or credit towards games on top of or instead of the cash or credit then it could help to expand the net to bring in the audience that is most likely to see the ad. The second issue arises with where this ad comes from. This ad comes from Gameinformer Magazine which is owned by Gamestop itself and you can only get a subscription to the magazine by pay for the premium membership for Gamestop, the membership has been having issues in getting people to pay for it so those that do are already die hard customers and are spending money for Gamestop anyway so the ad is limited in who will see it and basically fishing for customers in its own private pond of fish it already caught, if they

instead had this be a general mobile ad then more people would see it and more people would have the chance of making their way to gamestop to trade in their phones.

Bibliography: Advertisement for Gamestop. *Gameinformer* Jan.2020 P.5