

Daniel Rodriguez  
Graphic Design Theory  
Professor Lange  
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## Hornitos Tequila Rhetoric Analysis

In this paper, I will examine the linguistic, perceptual, and cultural elements present in an advertisement from hornitos tequila ad. The main question everyone asks when looking at an ad is; What are we seeing in this ad and beyond the literal image? Hornitos was boldly born in 1950 in honor of Mexican Independence Day. It all began in Jalisco, Mexico with our founder, Don Francisco, a man who wasn't shy about taking chances to make great tequila. From creating Reposado before it

was even a word, to revolutionizing the agave cooking process, to standing up to the Mexican government and setting new standards for tequila. Since then, it has become our tradition to break tradition, all in the name of bettering tequila. What stood out in the ad is the color use of white because it promotes purity and innocence. The color white has many meanings. The reason we are seeing the color white in this ad is that it promotes optimism and provides people with hope. Normally for liquor, you would not get that idea because it is mostly of elegance and suffocation with the hint of celebration. The tequila brand focuses on the purity of their tequila so it makes sense they use white to promote purity and optimism.

The linguistic message in this ad is A in the text A shot worth taking. The main goal of this is to get people to try and enjoy their tequila. The most common way to drink tequila is to pour in a shot glass. They rotated the A in that text to turn into an icon of the shot glass. That text is positioned right next to the bottle of their product. The second linguistic message was their wordmark logo, placed on the bottom right area of the ad composition. Logos of a brand are the core visual identity that is always used and needed in any ad because its main purpose is to show recognition and personal identity that say this use and what we stand for.

The ad contains coded messages the main image is a person singing into a microphone with a big smile on his face. This image links with the body text “Right now 11,283 people want to quit their job to do what they love. But only 144 are taking their shot. The correlation is that they use a person living his dream to strengthen their message. There is also the message in a box which is “Here’s to the shot takers”. They use this message to any current customer of their product and to a person who is living the dream that supports and thanks to them for who they are.

The anchorage is the bottle of tequila because it is the product the brand is selling and promoting. If that image of the bottle was not with this ad it would definitely weaken their message because it would just promote drinking any tequila rather than promoting their product. The A that looks like a shot glass is a semantic component because it retains the same meaning of the message they are sending. The relay for this is ad was the singer because it enhances the message and is an example that this person is doing something he loves. What is more interesting is that the message can be perceived differently to some people because it is telling you to buy this tequila

and drink it. They fix this message by telling the audience not to drink the entire bottle but just a shot is enough to feel some hope and purity for once.

## **Bibliography**

<https://www.hornitostequila.com/>

Hornitos Tequila Ad Taken out of Magazine "Game Informer"