Appeals to **ethos**, or **character/authority**, show the writer or speaker as trustworthy, authoritative, or sharing important values with the audience. An ad that appeals to ethos might do one of the following:

* say that a brand has been trusted for many years
* include an endorsement from a respected organization, such as the American Dental Association
* feature a testimonial from a "real person" who shares the audience's values
* use an admired celebrity or athlete as a spokesperson

Appeals to **logos**, or **reason**, use logic and verifiable evidence. An ad that appeals to logos might do one of the following:

* use graphs or charts to display information
* cite results of clinical trials or independently conducted studies
* explain the science behind a product or service
* emphasize that the product is a financially wise choice
* anticipate and refute potential counterclaims

Appeals to **pathos**, or **emotion**, use feelings rather than facts to persuade the audience. An ad that appeals to pathos might do one of the following:

* trigger a fear, such as the fear of embarrassment
* appeal to a desire, such as the desire to appear attractive
* link the product to a positive feeling, such as adventure, love, or luxury