

COM 443

Assignment #4

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The two symbols or personalities that I really like are Billy Mays and Chef Boyardee. I like Billy Mays because of his exciting tone of voice that sounded very persuasive. One of the products he advertised that I like is Oxi-Clean because it works great on laundry like how Mays advertised. Mays' Oxi-Clean ad showed before and after images, which the before image showed a clothing with a bad stain, while the after image showed the clothing without the stain. Billy Mays got me excited about the products and made me tell my parents how great they were. I wanted to tell everyone how great this product was.

Chef Boyardee's symbol represents a chef with a chef's hat on. The company's products are different kinds of foods in a can, mainly in tomato and meat sauce. I'm very picky with tomato sauce but there is one product that was introduced in the late 2000's, which is Mac and Cheese, and I like it, because no tomato or meat sauce is included. The Chef Boyardee logo is an image that people can trust because people trust a chef to make them good food. When people see an image of a chef, they automatically think of high-quality food that is delicious to eat.