**Pathos**

[Telus Penguins No Hill Too High](http://www.youtube.com/watch?v=0_oeOGuCCkE)

<http://www.youtube.com/watch?v=0_oeOGuCCkE>

Join the Crowd Telus commercial

<http://www.youtube.com/watch?v=uyfcZytlvDw&feature=related>

SPCA

<http://www.youtube.com/watch?v=7tgVio_h0Cc&feature=related>

World Vision Commercial

<http://www.youtube.com/watch?v=YflhOtFQWlc>

World Vision commercial

<http://www.youtube.com/watch?v=L4xtESZwUNo>

**Ethos**

Sensodyne

<http://www.youtube.com/watch?v=rsaaBqCYW1I>

Ford Commercial

<http://www.youtube.com/watch?v=xljekX8TCTY>

Under armour commercial Brandon Jennings

<http://www.youtube.com/watch?v=kh0ZHaAcK0U>

More Doctors Smoke Camels

<http://www.youtube.com/watch?v=gCMzjJjuxQI>

Gillette commercial

<http://www.youtube.com/watch?v=DGX72GOjHC4>

**Logos**

Dyson

<http://www.youtube.com/watch?v=6vkRH-AUVdo>

E trade commercial

<http://www.youtube.com/watch?v=pRPRVTQl6Sc&feature=fvw>

Weight loss commercial

<http://www.youtube.com/watch?v=kh0ZHaAcK0U>

Apple commercial

<http://www.youtube.com/watch?v=kh0ZHaAcK0U>

Mr. Clean Magic Eraser

<http://www.youtube.com/watch?v=rLHy5s5s2Ss>

Obama Inauguration Speech

10 min in 19:42

<http://www.youtube.com/watch?v=dtL-1V3OZ0c>