



## Unveiling Emotional Resonance: A Pathos-Centric Analysis of Domino's Advertisements on Instagram

- Mr. Vivek Nema<sup>1</sup>
- Prof (Dr) Manisha Sharma<sup>2</sup>

### Abstract

This study uses a pathos-centric analytical framework to explore the emotional resonance evoked by Domino's Pizza advertisements on Instagram. Understanding the emotional impact of textual and visual content is critical for brands looking to increase consumer engagement and loyalty as digital marketing increasingly uses social media platforms. The study identifies and classifies the emotional appeals used in Domino's Instagram advertisements, evaluating their efficacy in grabbing viewers' attention and promoting favorable brand perceptions through a methodical analysis of a representative sample of the ads. The study shows how Domino's strategically uses Happiness, Love, Patriotism, Victory/Defeat, Affection, and Friendship to resonate with its target audience. The results emphasize how crucial emotional appeal is to digital advertising.

**Keywords:** Emotional Appeals, Domino's India Advertisement, Instagram Post

---

<sup>1</sup>Research Scholar, Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (M.P.)  
Email: viveknema98@gmail.com

<sup>2</sup>Faculty of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (M.P.), Email:  
manishasharma86076@gmail.com