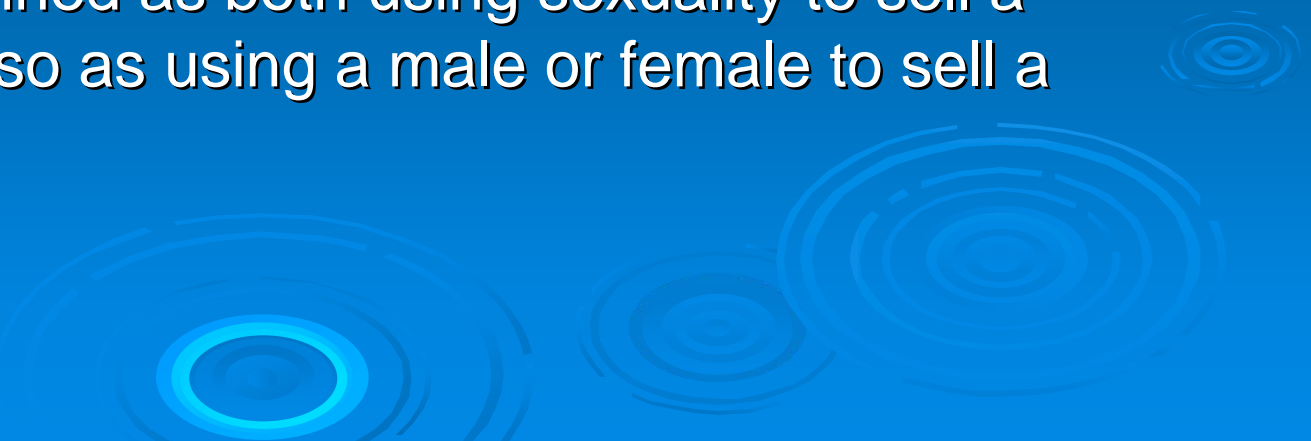


Sex Sells! The use of Sexual Content and Gender Equality in Advertising

Mike Maxey



Thesis

- Sex in advertising in the twentieth century has been on a steady increase since the late 1980's. The increase since the late 1980's has caused an increase in product sales and has not broken the stereotypes of sexes.
 - Sex will be defined as both using sexuality to sell a product and also as using a male or female to sell a product.
- 

Research Questions

- R1: Does sexuality actually effect a person decision to buy a product that is advertised?
- R2: Does a male or female figure actually effect a certain sex to buy a product?

Research Questions

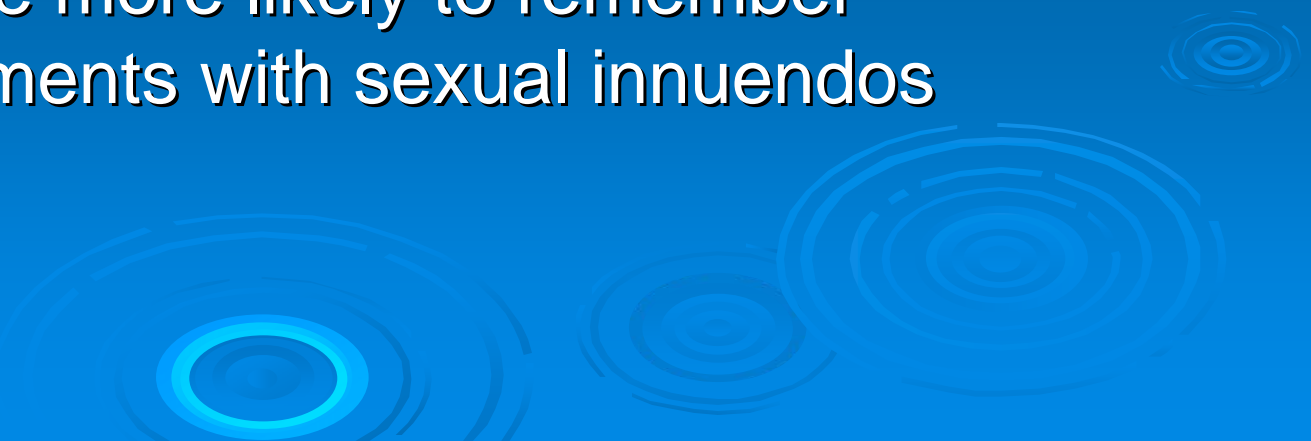
- R3: Do sexual innuendos draw the attention of observers to pay more attention to advertisements than those advertisements that do not have any sexual innuendos in them?
- R4: Do the sex figures in advertisements make people believe they have to look like the figure or use what the figure is using to be liked by the people you want to be liked by?

Literature Review

➤ All articles showed:

- Men are used more than women
- Men are portrayed as independent and the main authority and outside of the house
- Women are viewed as weak and dependent
- Women are depicted as the parent at home
- Men are more likely to be a voiceover/narrator
- Stereotypes still exist

Literature Review

- People are more likely to buy products advertised by the same sex
 - People are less likely to buy products advertised by the opposite sex
 - People are more likely to buy a product because of a spokes-character
 - People are more likely to remember advertisements with sexual innuendos
- 

Literature Review

- “Men were most likely to be primary characters in food or body commercials during the day time and prime time, but equally likely to be primary characters in automotive or business product/service ads on weekends.” (Furnham and Mak par. 61)

Literature Review

- “The respondents were in agreement that (1) companies that use offensive ads are more likely to discriminate against women and (2) women are portrayed in ads as a reflection of that company’s attitude toward the woman’s place in society.” (Ford et al 20)

Literature Review

- “It is human to want to be liked, admired, and perhaps even lusted after. From these ‘natural’ desires spring wants shaped by the opinions and perception of those around us.” (Harrison par. 6)

Methodology

➤ Two Parts

- Qualitative (Impact on Copy Testing)
 - Random sample
 - Population ratio of Omaha
 - View advertisements of all types of media
 - Rotate between advertisements, and also rotate the same advertisements with male and females reversing roles.
 - Ask questions face to face one on one.
 - Analyze questions

Methodology

➤ Two Parts

- Quantitative (Sexuality in Advertising)
 - Observe all types of media
 - Ratio and percentage to ads with sexual content to ads without sexual content
 - Determine if it is the to form of advertising

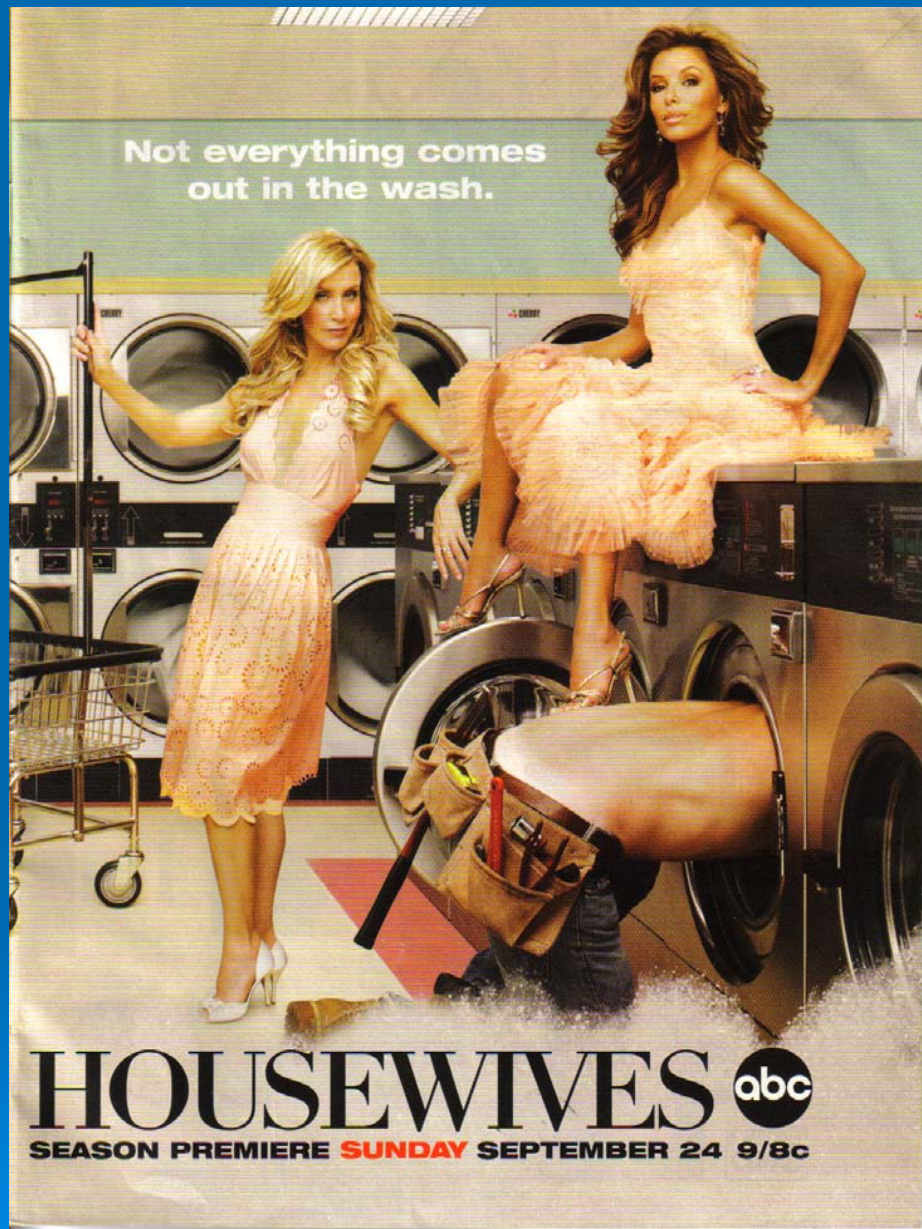
Methodology

➤ Two Parts

- Quantitative (Sexuality in Advertising)
 - Take Television Station
 - Number of Commercials with sexual content
 - Compared to previous years
 - Take a magazine from now, 10 years, 20 years
 - Number of ads with sexual content
 - Compare to previous years
 - One companies ads if any still advertising over 20 years and see if helped business

As Saunders, an advertising critic, comments about a Calvin Klein ad showing a large well-muscled naked man carrying a naked woman: 'Show me a hunk that men aspire to and women perspire to, and I'll show you a successful product.' (Harrison par. 1

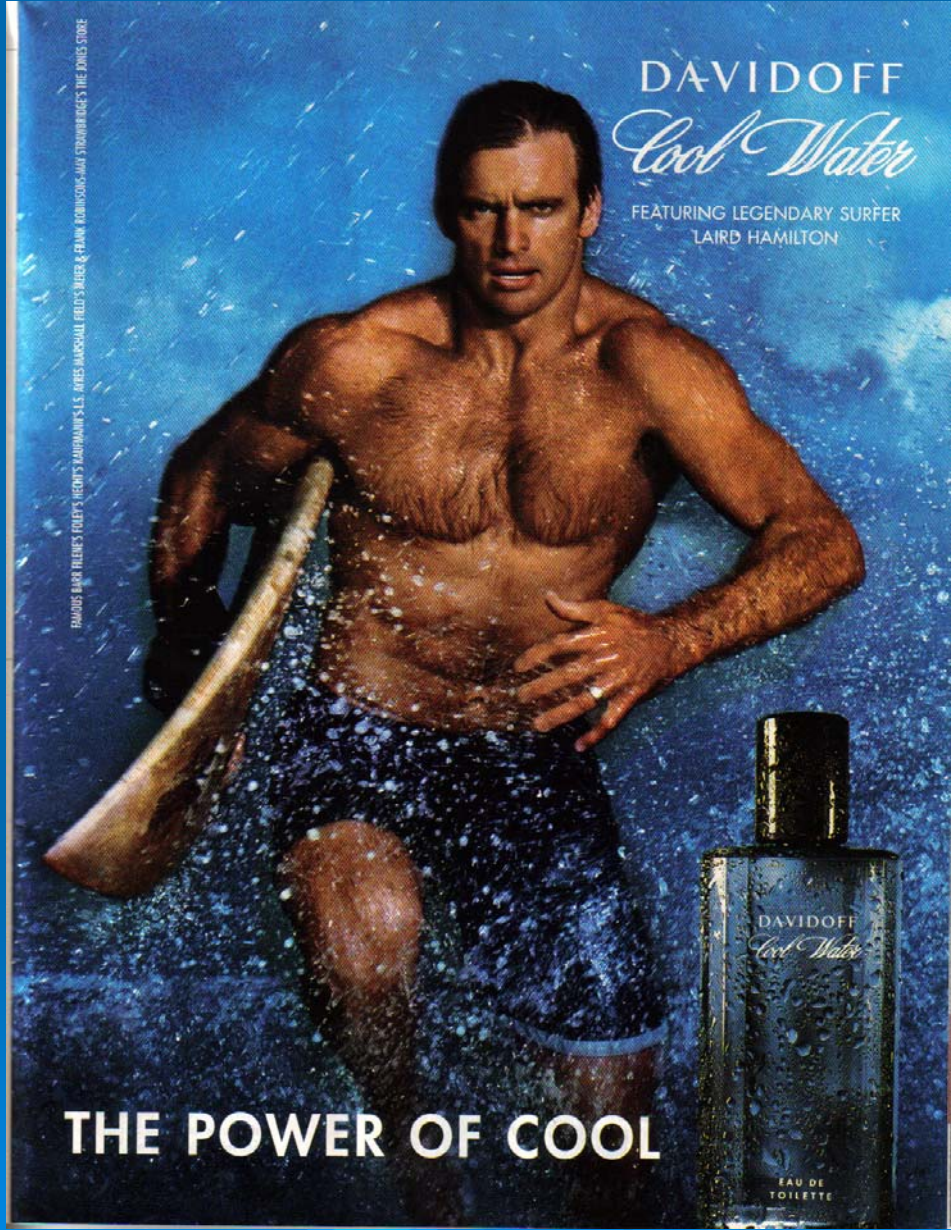
Not everything comes
out in the wash.



HOUSEWIVES **abc**
SEASON PREMIERE **SUNDAY** SEPTEMBER 24 9/8c

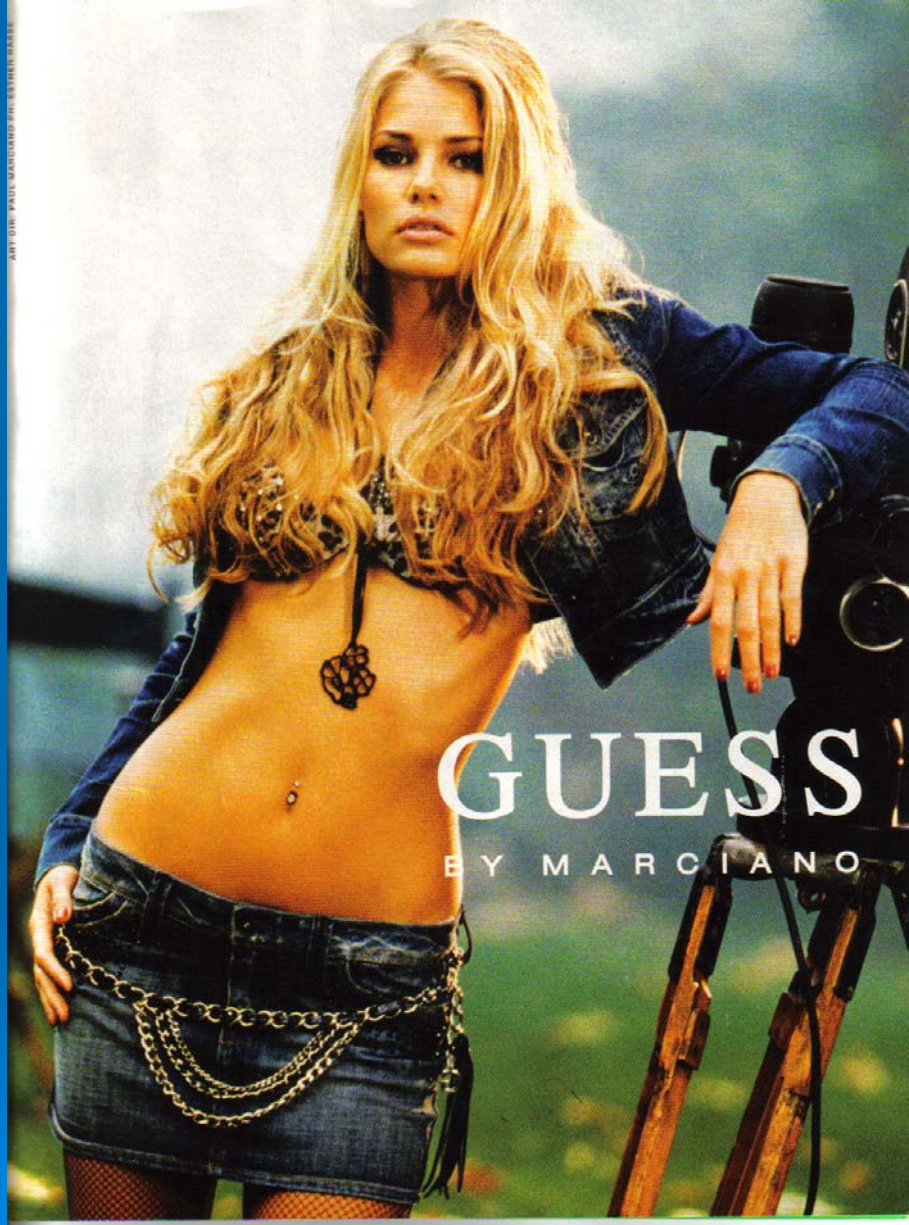
FRANÇOIS BARBÈRE, RENÉ'S FORET'S TANNANTS, S.L., RYAN MARSHALL, FRED'S SAIGER & FRANK ROBINSON-JAY STRAWBRIDGE'S THE JONES STORE

DAVIDOFF
Cool Water
FEATURING LEGENDARY SURFER
LAIRD HAMILTON



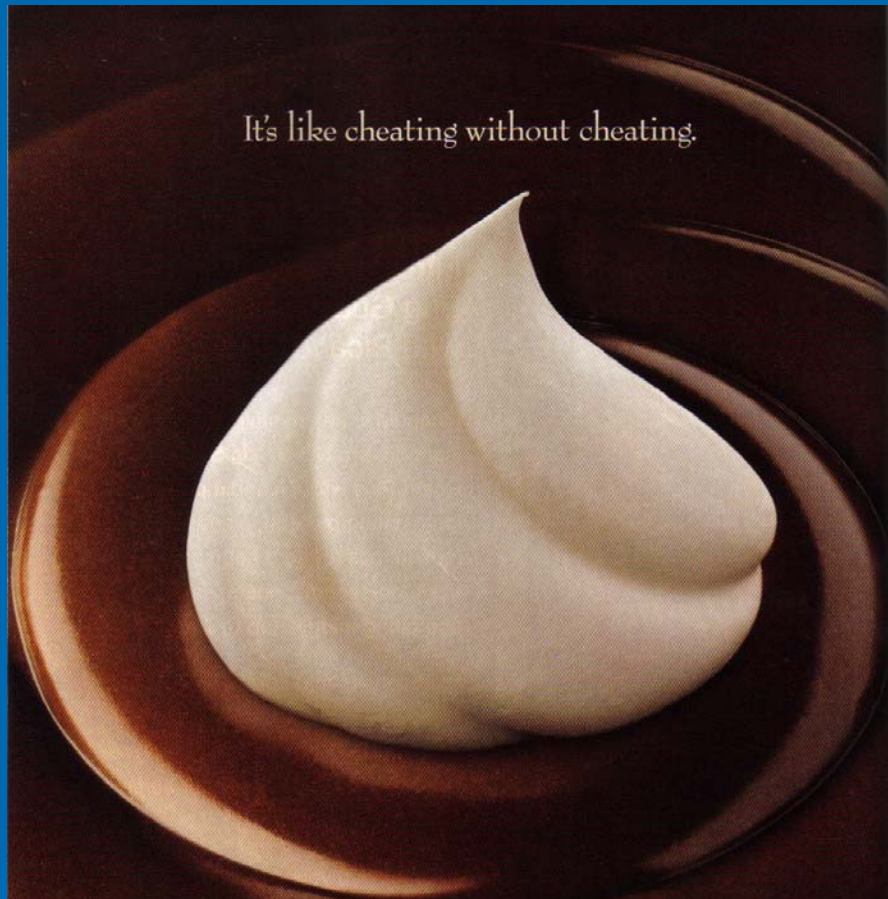
THE POWER OF COOL

DAVIDOFF
Cool Water
EAU DE TOILETTE



GUESS
BY MARCIANO

It's like cheating without cheating.



New Sugar Free Jell-O® Pudding Flavors and Sugar Free Cool Whip®



Rich Double Chocolate or Creamy Caramel pudding snacks topped with deliciously indulgent Cool Whip. So you can indulge without the guilt.*

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*80 calories per serving.

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