



# SEC ACTIVITIES

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Roll no: ENG/20/166

# I.

# SEXIST ADVERTISEMENTS

Advertising plays a major role in the choices we make in our day to day life. It affects our subconscious mind in subtle ways and delivers a message that stays with us. Some companies try to lure their audience into becoming buyers by using gender biases and stereotypical advertisements. These endorsements often deliver a false message to the society, deceived by the smooth and creative portrayal, viewers tend ignore the sexist messages and these advertisements go unnoticed. Following are the examples of such ads:

1.



**“ TIDE WASHING POWDER** has a record of advertisements that portray women washing clothes and doing other household chores while their husbands, the men, go out to work and buy them “Tide” so that the women can wash their husbands’ clothes better. A sheer display of **stereotypes** and **inequality.**”



▪ **LINK TO THE VIDEO:**

<https://youtu.be/VZ865UUepHo>

## 2. AXE

*“In this **AXE DEODORANT** advertisement, a man applies deodorant is shown “easily” attracting women who immediately inhale the fragrance and start hugging/touching him. AXE has made several such advertisements where men attract women by just spraying their perfume! It is **absurd** and **sexist as women are portrayed to be DUMB.**”*



▪ **LINK TO THE VIDEO:**

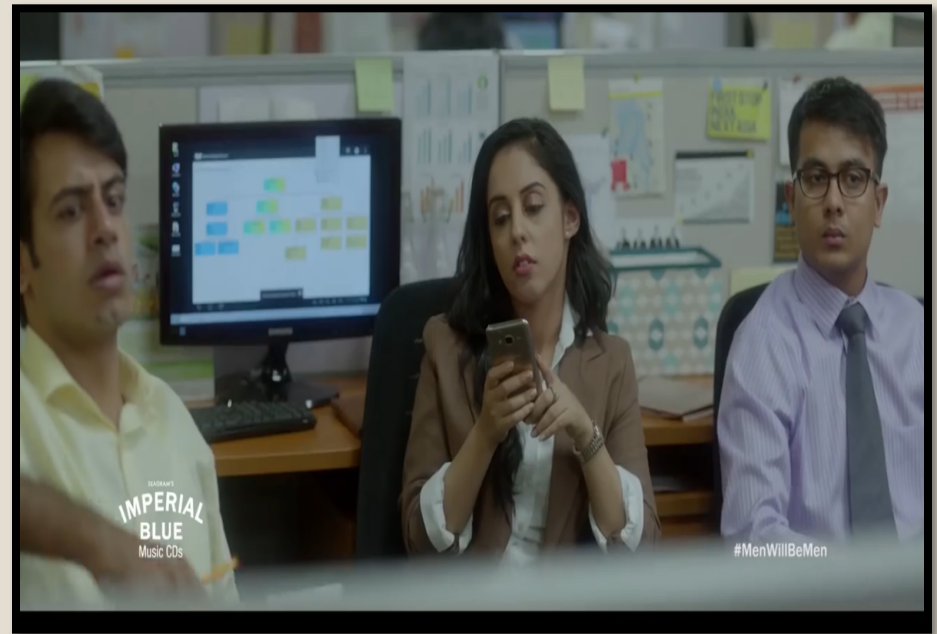
<https://youtu.be/qCoJpymgSxc>

3.



**“MEN WILL BE MEN!”**

“This is a famous tagline from **IMPERIAL BLUE MUSIC CDs** advertisements, here, two men hear footsteps which sound like a woman walking in heels, one of the men bends to see the sight of the woman but is disappointed to find a guy instead. This advertisement is among many such advertisements by the same company where women are **objectified** or looked upon in a **sexist manner.**”



▪ **LINK TO THE VIDEO:**

[https://youtu.be/\\_rZiBNL8KKM](https://youtu.be/_rZiBNL8KKM)

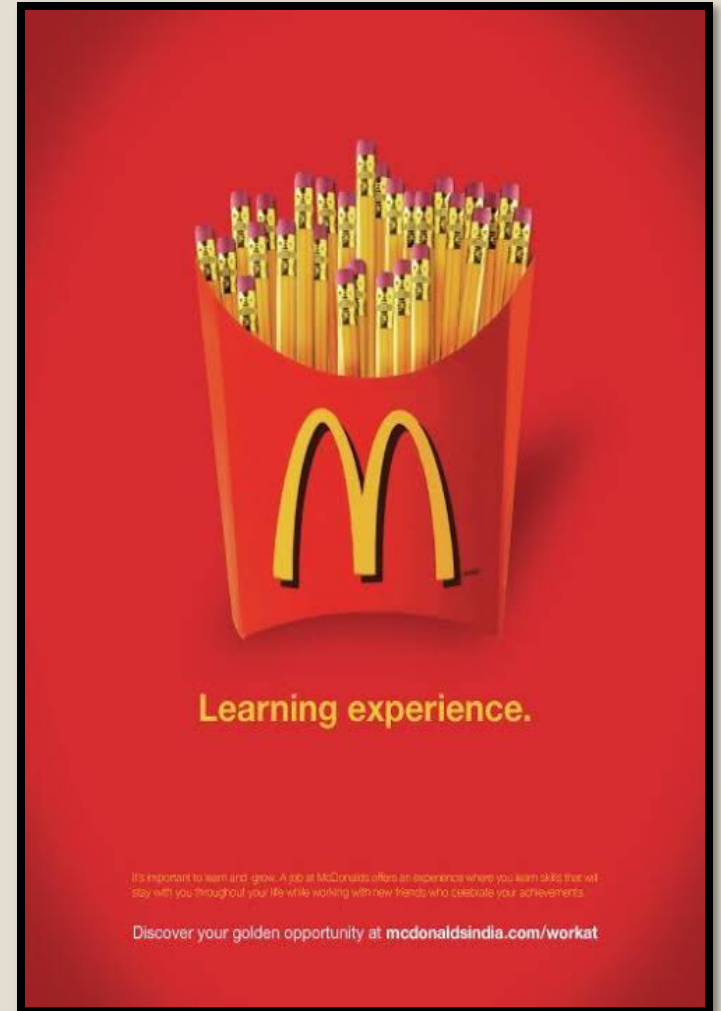
## **II.**

- 1. IMAGE ADVERTISING**
- 2. ADVOCACY ADVERTISING**
- 3. SOCIAL RESPONSIBILITY  
ADVERTISING**

# 1. IMAGE ADVERTISING

“ Image advertising aims at creating a favourable mental picture of the product in the mind of the customer. An attempt is made to associate the product/service with certain values. ... Image advertising is essentially about the creation of mental images in the minds of the customers to get them to try the product/service.”

SOURCE: [MBASKOOL.COM](http://MBASKOOL.COM)



## 2. ADVOCACY ADVERTISING

Advocacy advertising is an ad type that implies promoting an issue or interests of a group rather than products or services compared to commercial advertising. The goal of advocacy advertising is to draw the audience's attention to the problem and increase awareness.

SOURCE: [sendpulse.com](https://sendpulse.com)





# 3. SOCIAL RESPONSIBILITY ADVERTISING

“Social responsibility in marketing involves focusing efforts on attracting consumers who want to make a positive difference with their purchases. Many companies have adopted socially responsible elements in their marketing strategies as a means to help a community via beneficial services and products.”

SOURCE: [investopedia.com](http://investopedia.com)



**III.**

# **CHANGING TAGLINES**

# NESTLÉ

*GOOD FOOD, GOOD LIFE*

“SPREADING SMILES WITH  
EVERY BITE”

# CADBURY

*KUCH MEETHA HO JAAYE*

“SWEETNESS YOU CAN'T  
DENY”

**SURF EXCEL**

***DAAG ACHE HAIN***

“DHOOL MITTI BHI HAI  
KHOOSURAT”

**AMUL**

***THE TASTE OF INDIA***

**“HAR GHAR KI SHAKTI”**

THANK YOU

**Presentation by**

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