Angie K Millgate
FHS 2450-048
Spring Semester 2011 Final Project

SEXUALITY IN ADVERTISEMENT

How Data was Gathered…

- Images were gathered from magazines that can be purchased at any grocery store:
  - *People*, *Cosmopolitan*, *Seventeen*, *Utah Health*, etc
- Electronic survey created through polldaddy.com and hosted on my personal website
- Invitations to participate went out through email, Twitter and Facebook

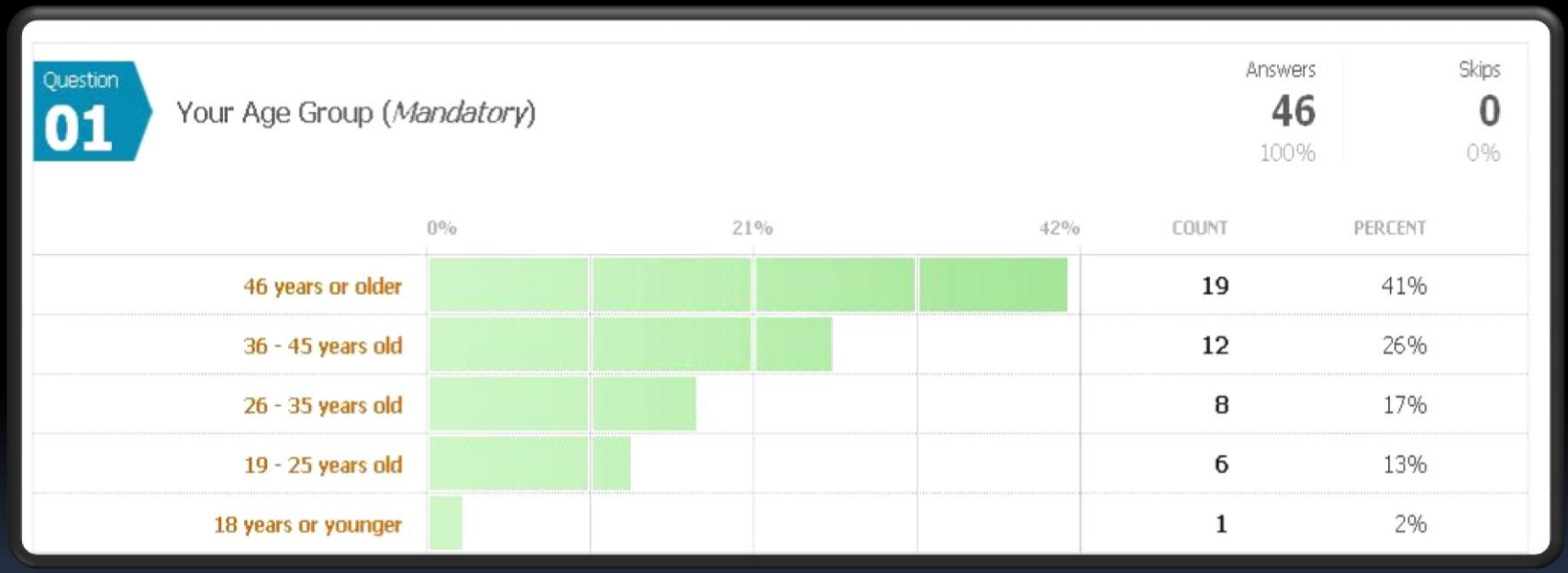
What Questions were Asked?

- Rate the sexual suggestiveness of this image
  - NOT sexually suggestive
  - Sexually suggestive
  - Inappropriate
- Take a guess… what are they advertising? Can you guess the brand name too?
  - Participants were able to offer their personal opinions in a free-form text box
- The brand and item advertised for is listed above. Was this an effective ad?
  - Yes/No option

How were Ads Presented?

- All brand names and product placements were removed from each ad.
- The first time the participants saw each ad, there was no indication of what was being sold for the first two questions on each ad.
  - My logic behind this was to see if the participants could figure out what was being advertised simply by looking at the image.
- The brand name and product was then revealed for the third question.

Each Participant was Required to Indicate Age Group:



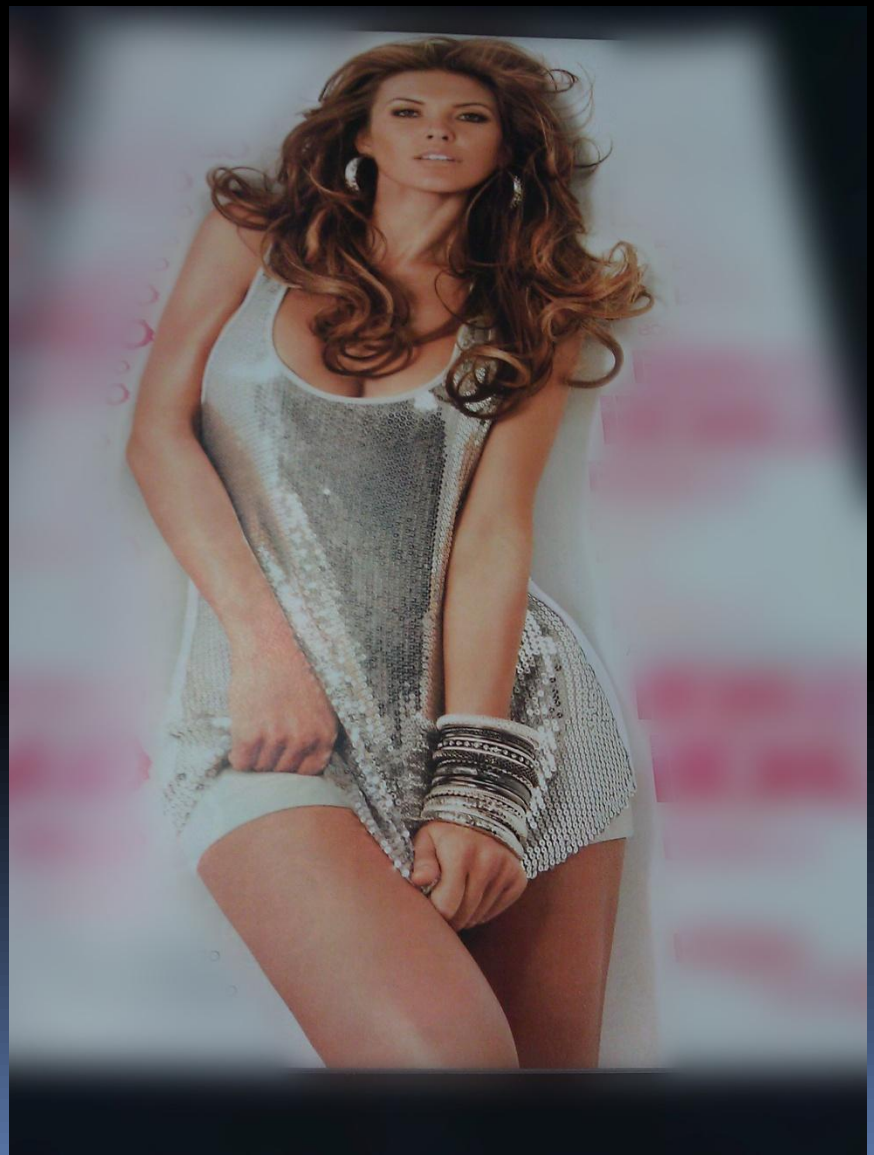
Question 01

Your Age Group (*Mandatory*)

Answers	Skips
46	0
100%	0%

	0% – 21% – 42%	COUNT	PERCENT
46 years or older		19	41%
36 - 45 years old		12	26%
26 - 35 years old		8	17%
19 - 25 years old		6	13%
18 years or younger		1	2%

Advertisement #1



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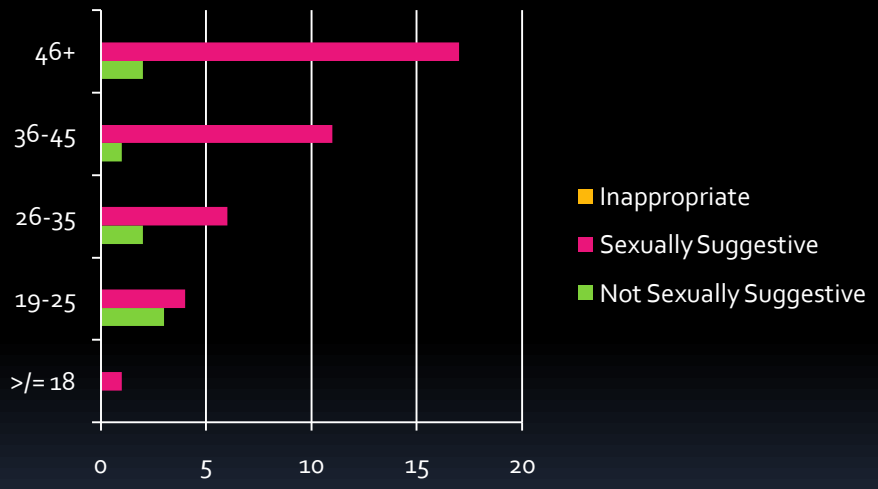

Advertisement #1

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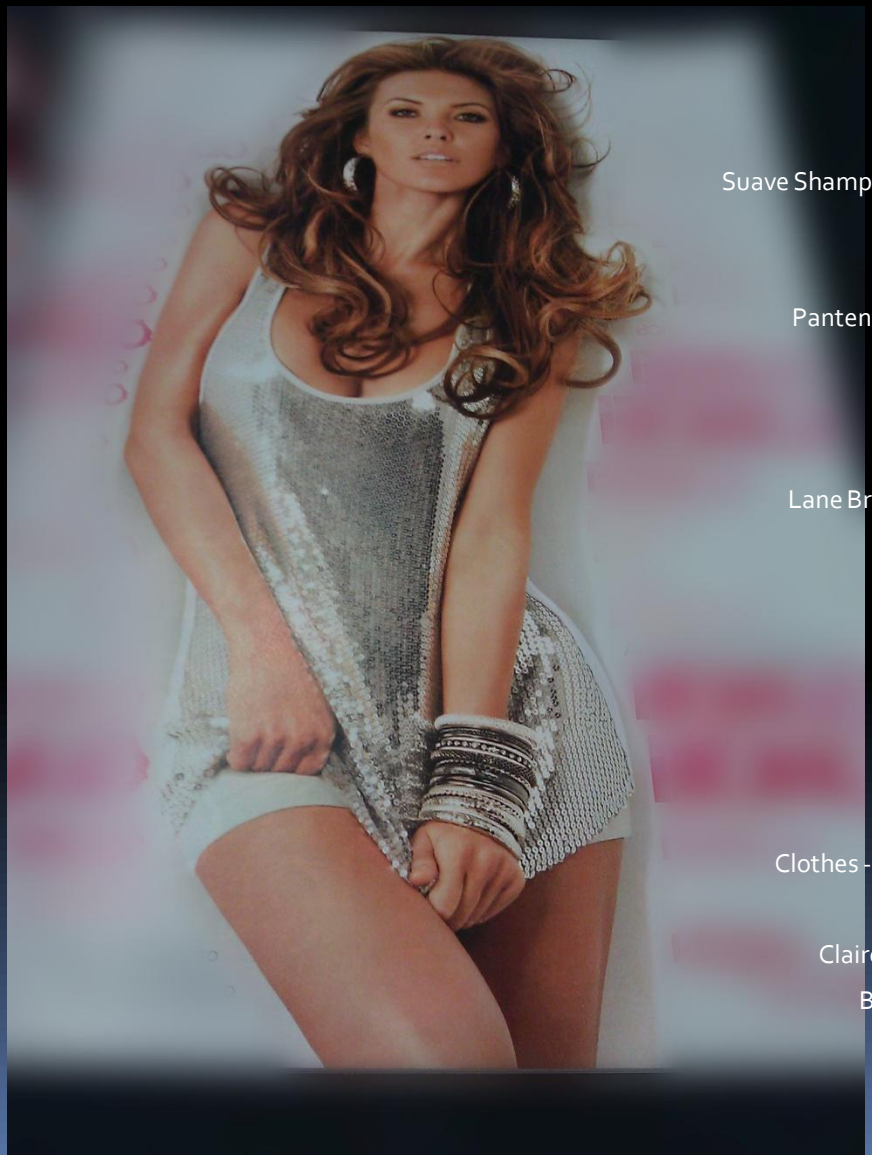
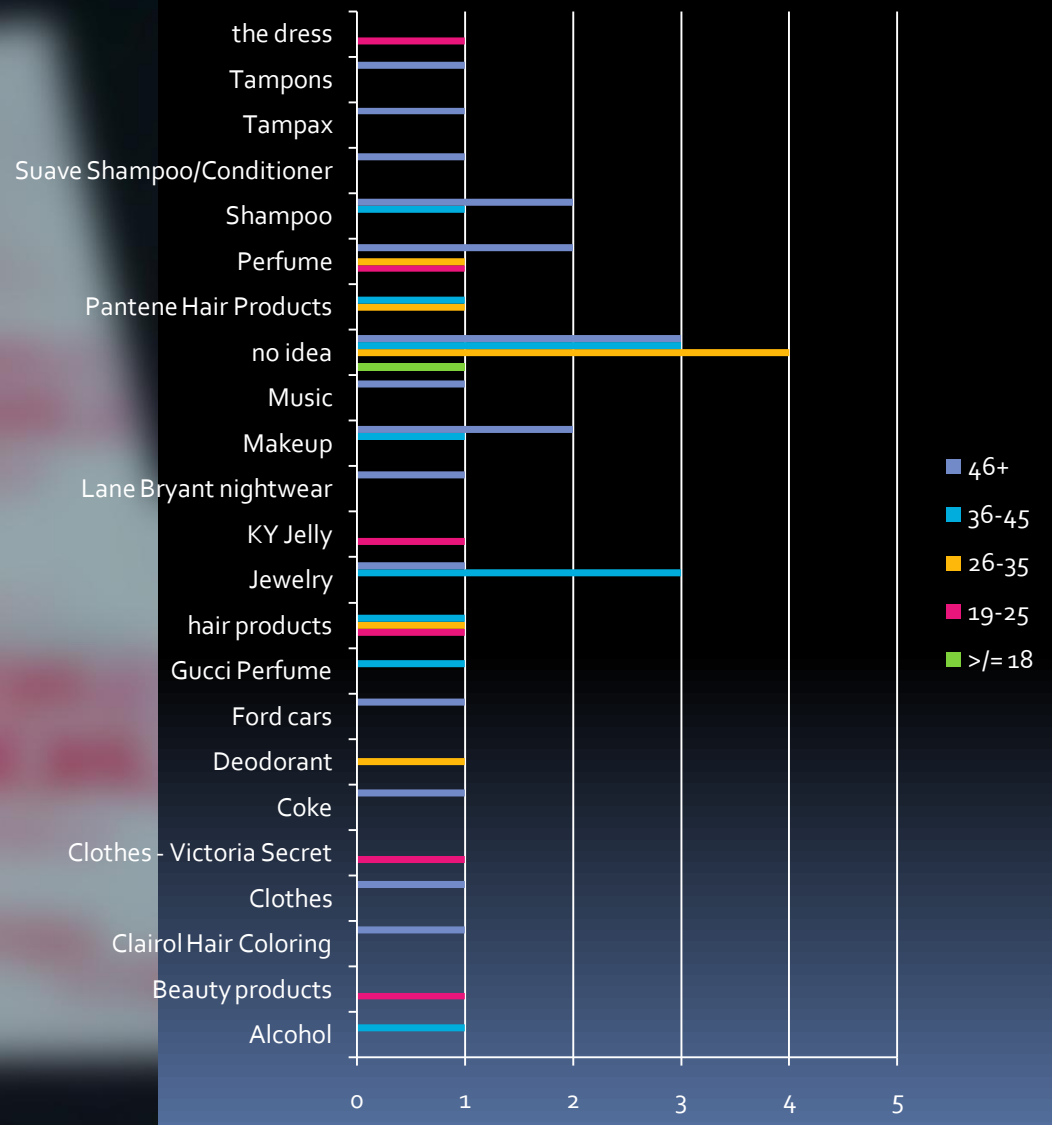
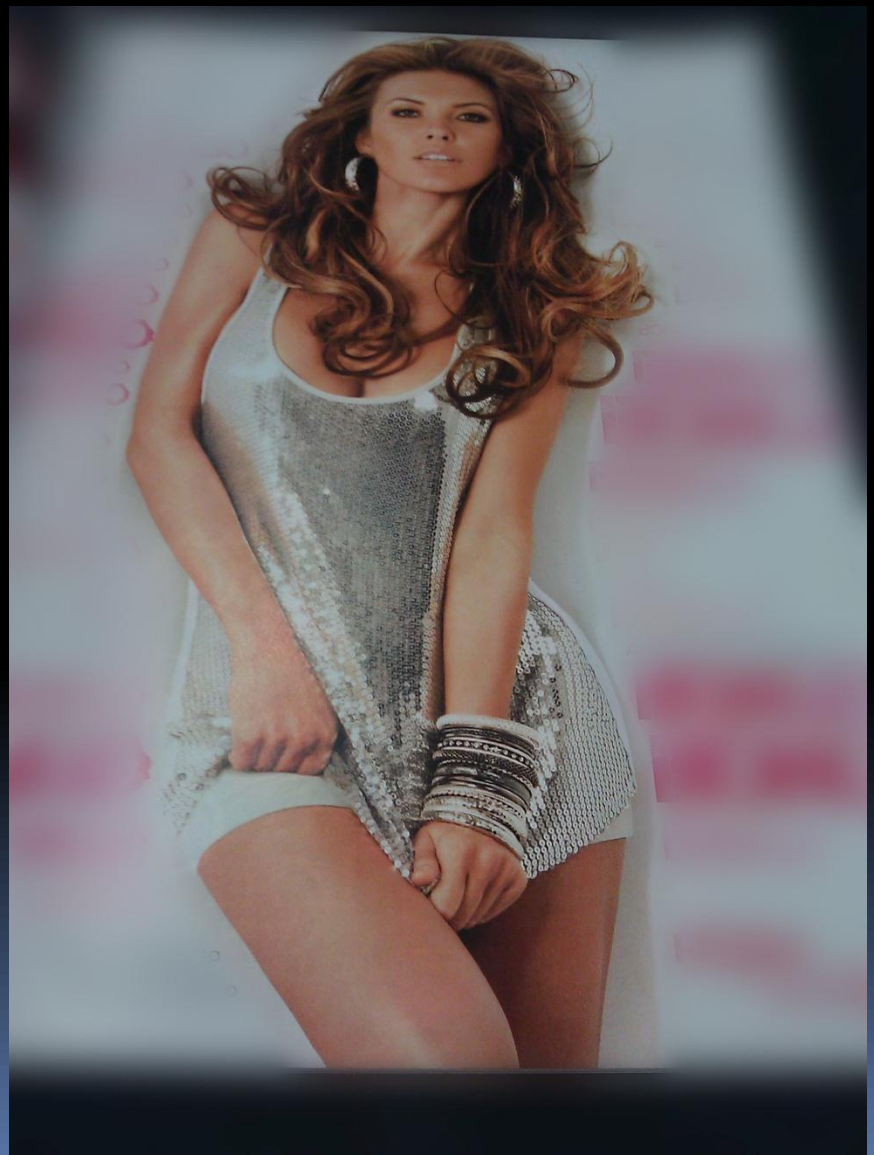
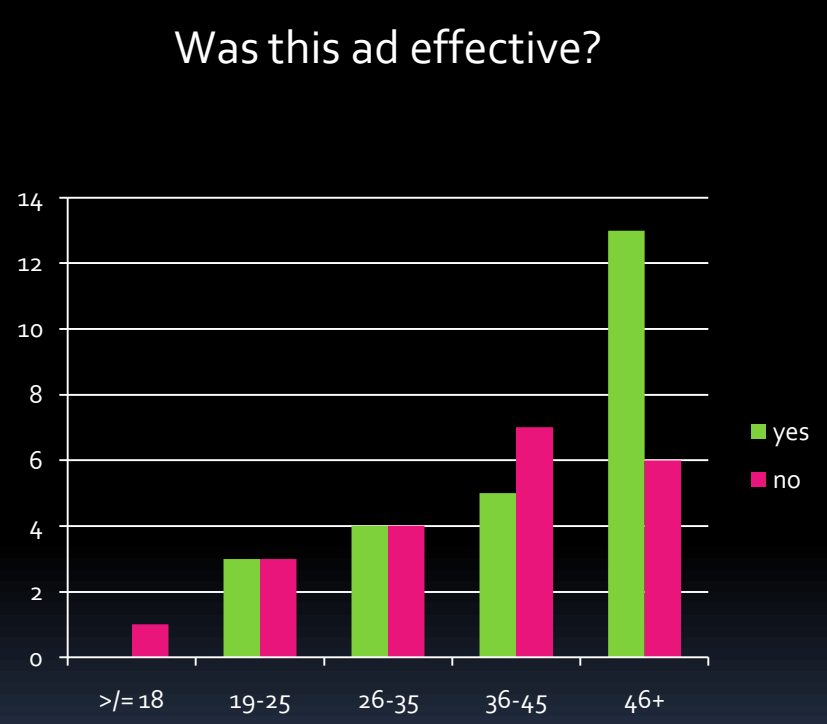


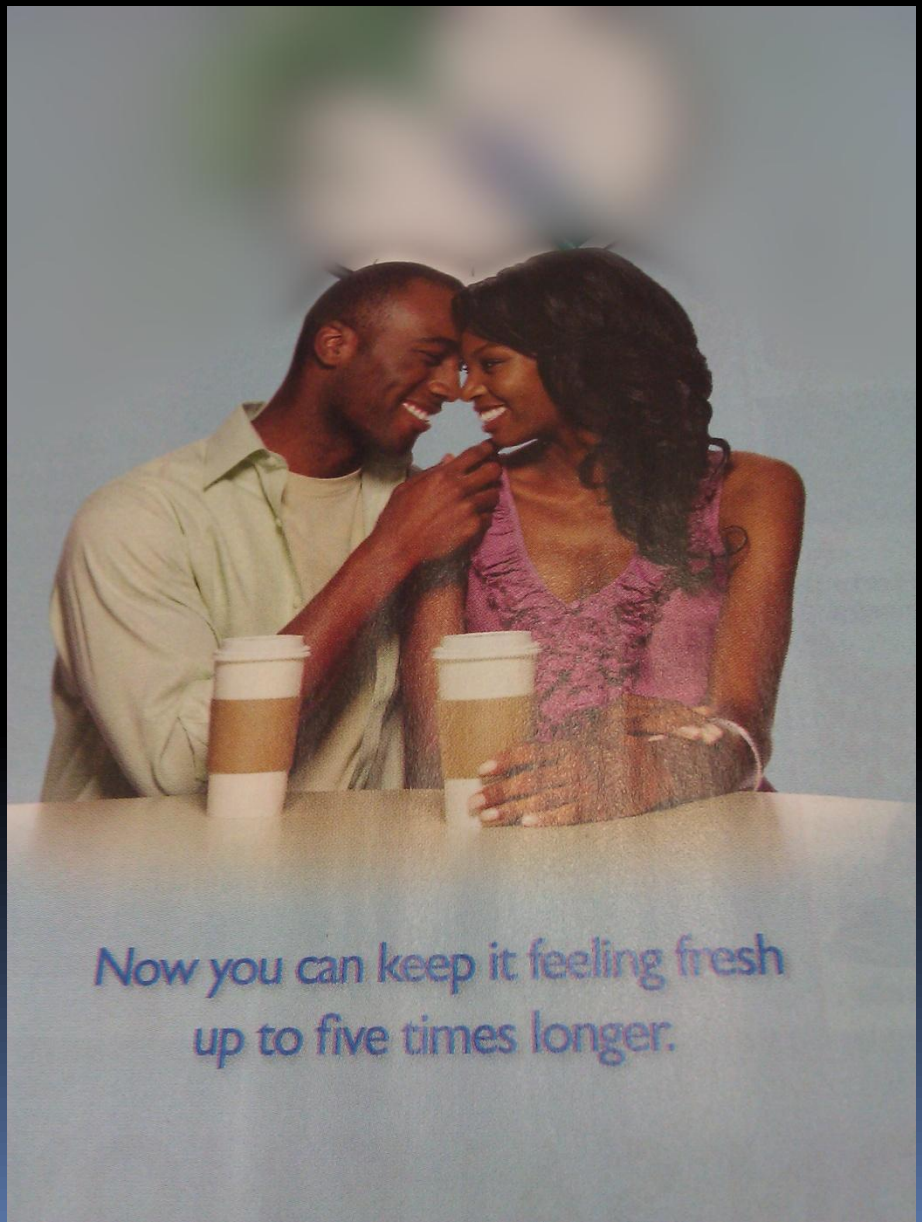


Advertisement #1 - Bongo Clothing





Advertisement #2



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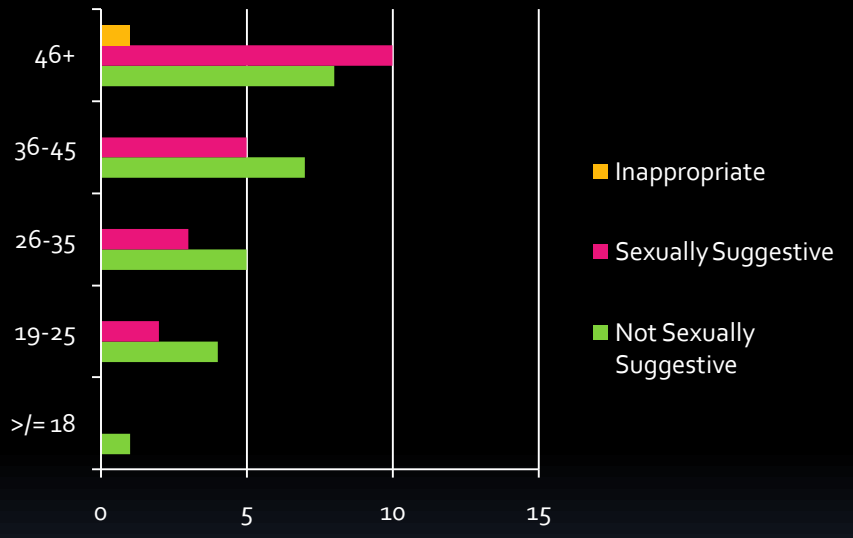

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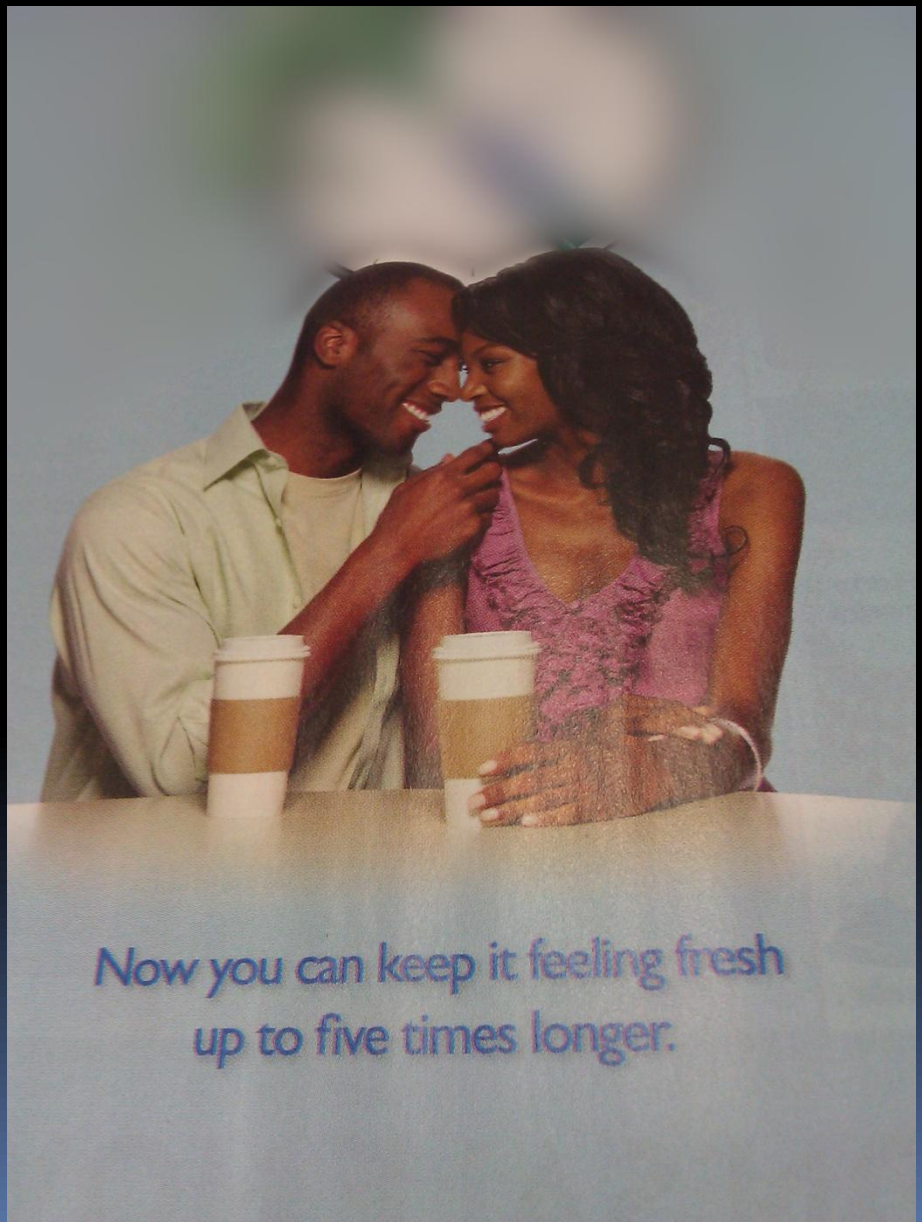

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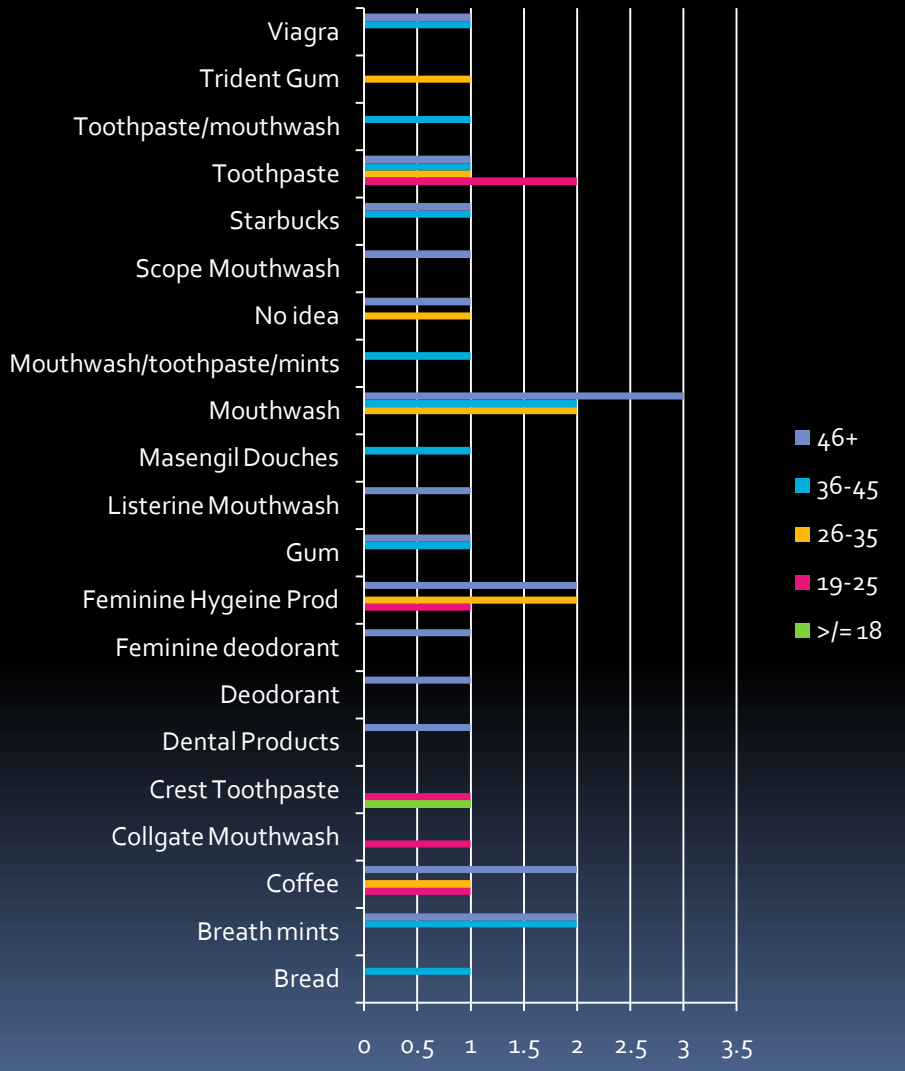
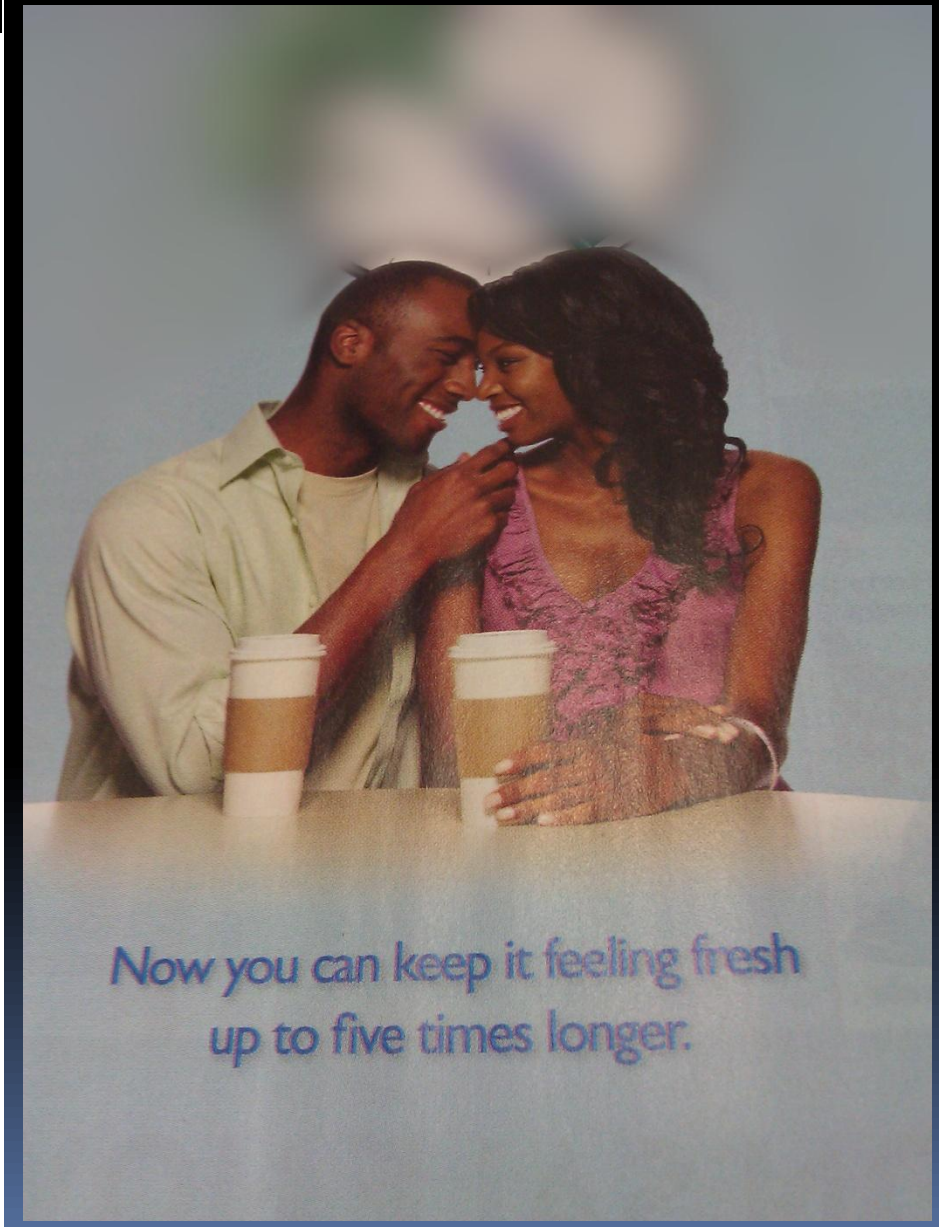


Advertisement #2 - Crest with Scope Toothpaste



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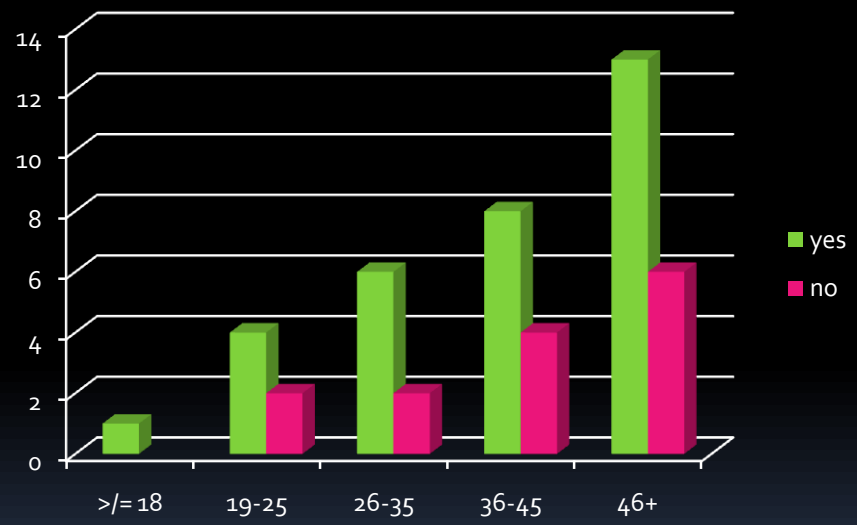
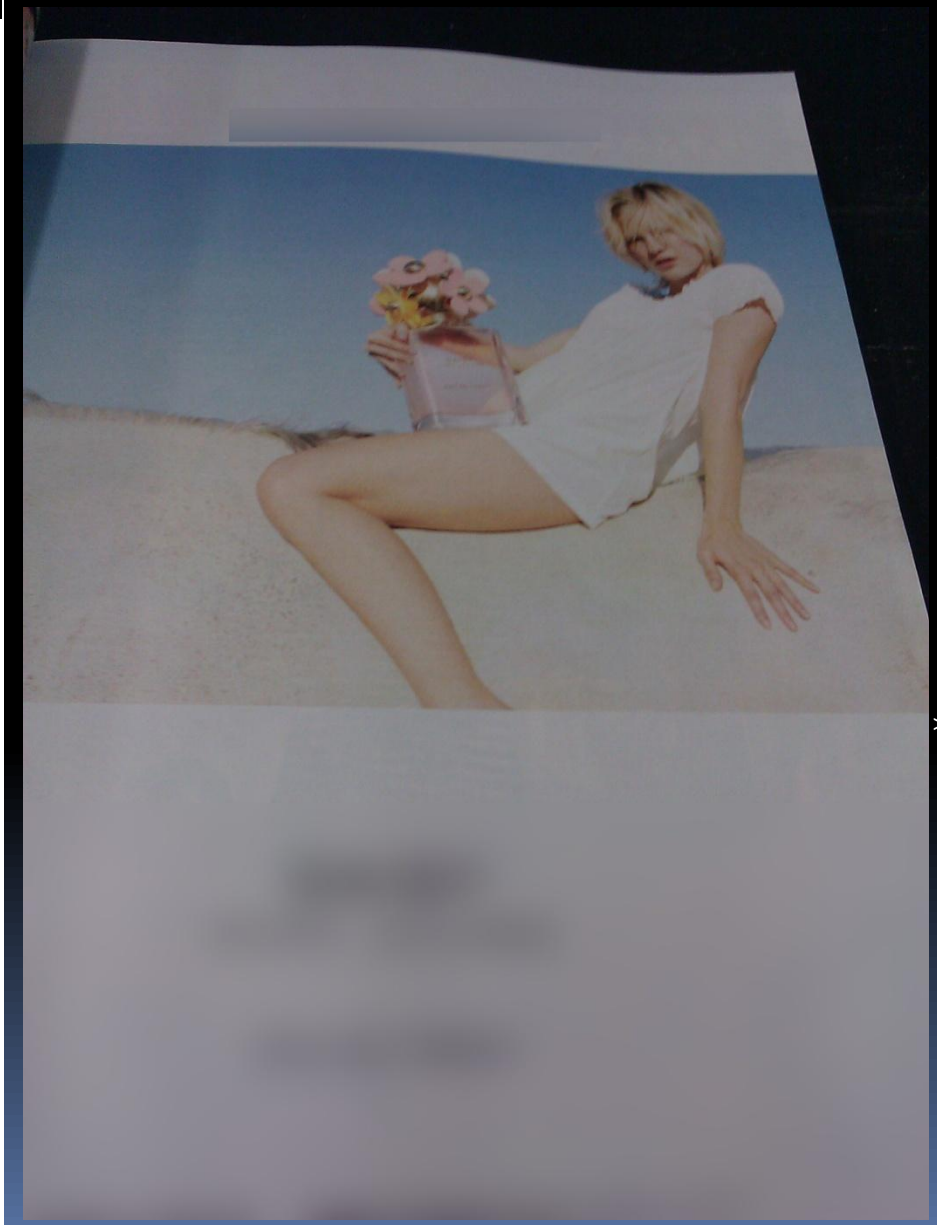


Advertisement #3



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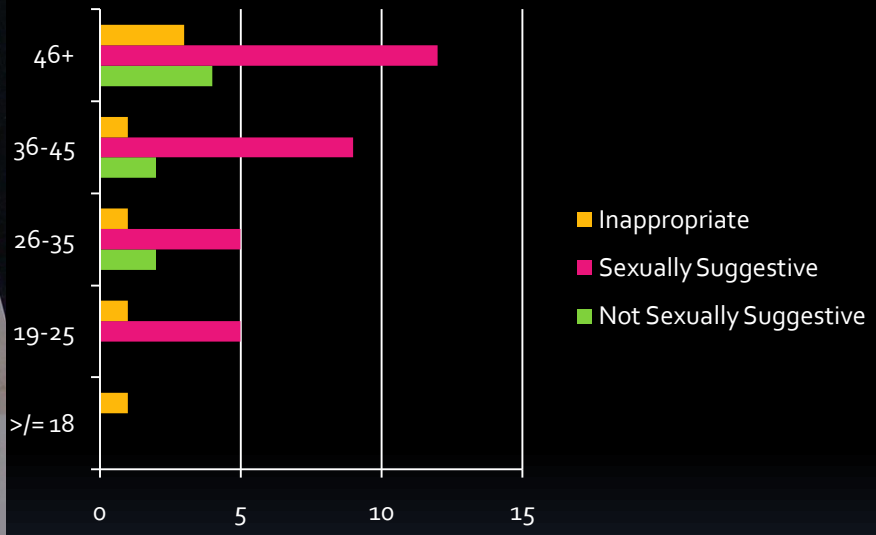

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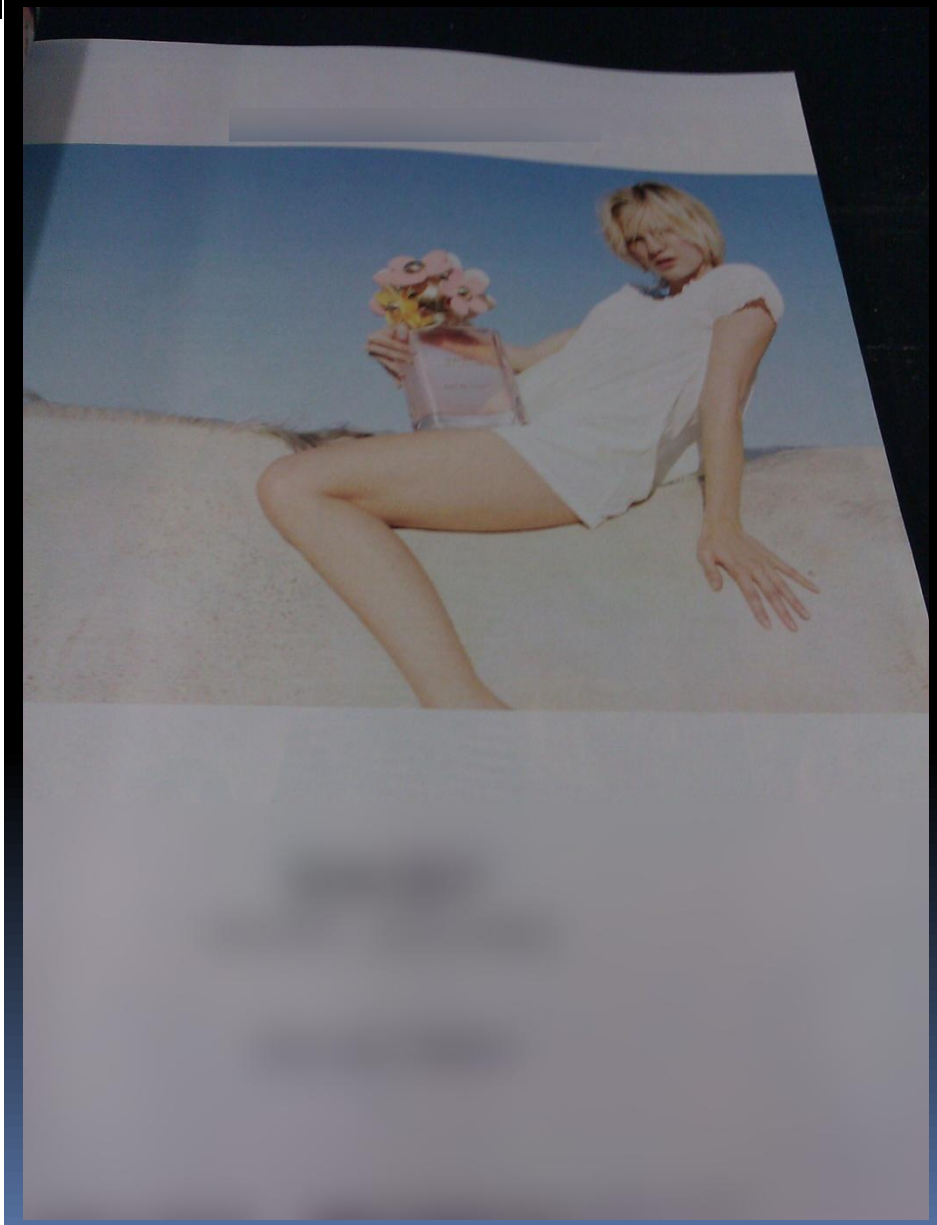

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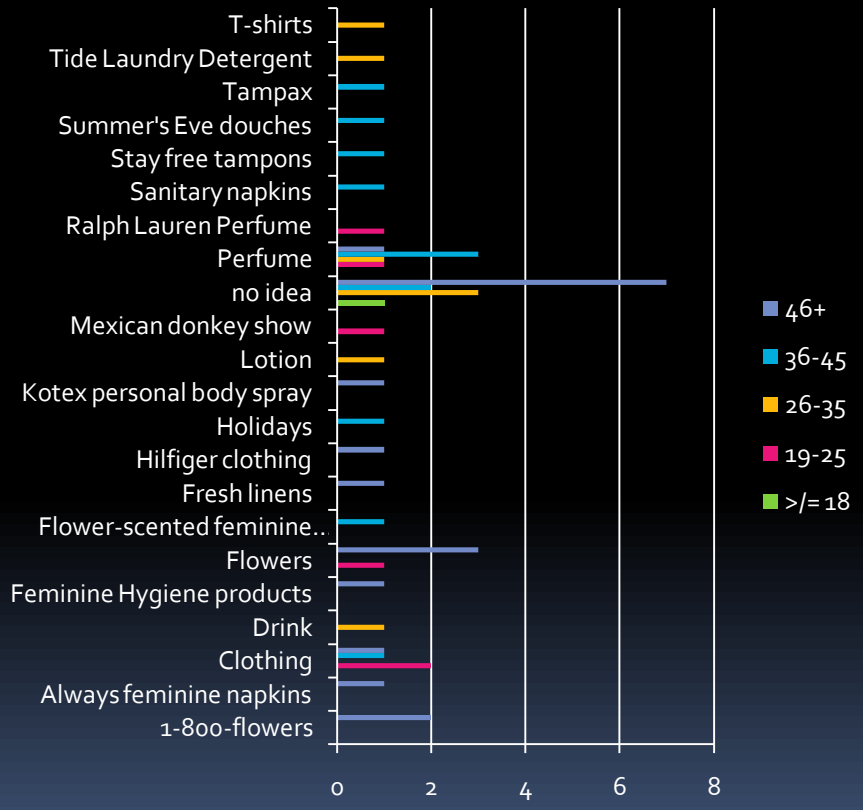
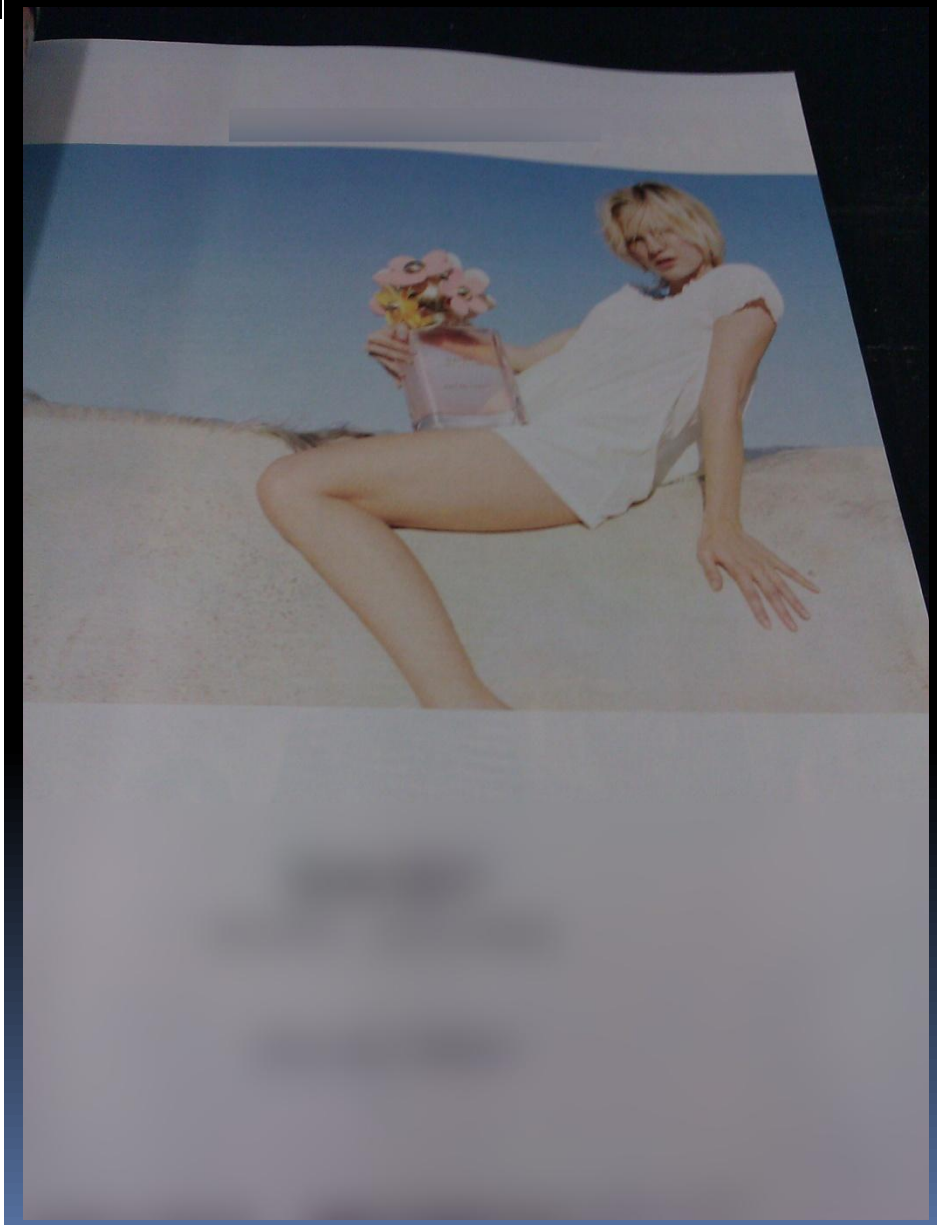


Advertisement #3 - "Daisy" perfume by Marc Jacobs



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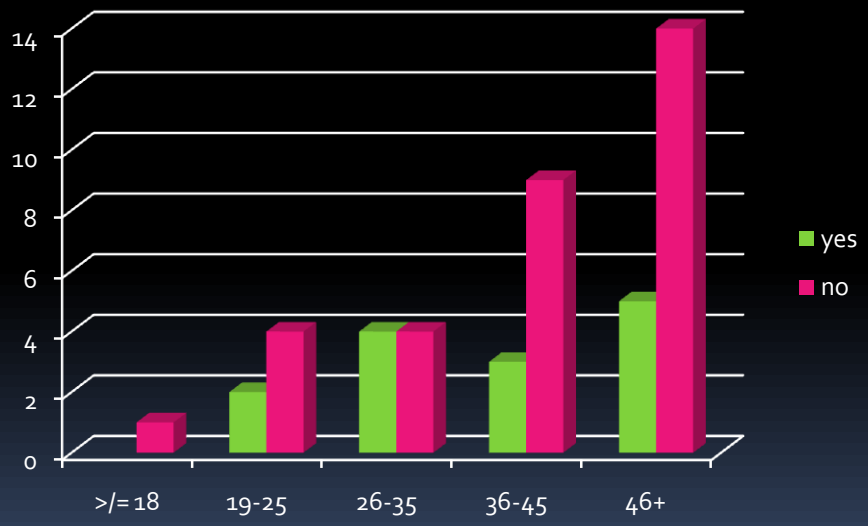

Advertisement #4

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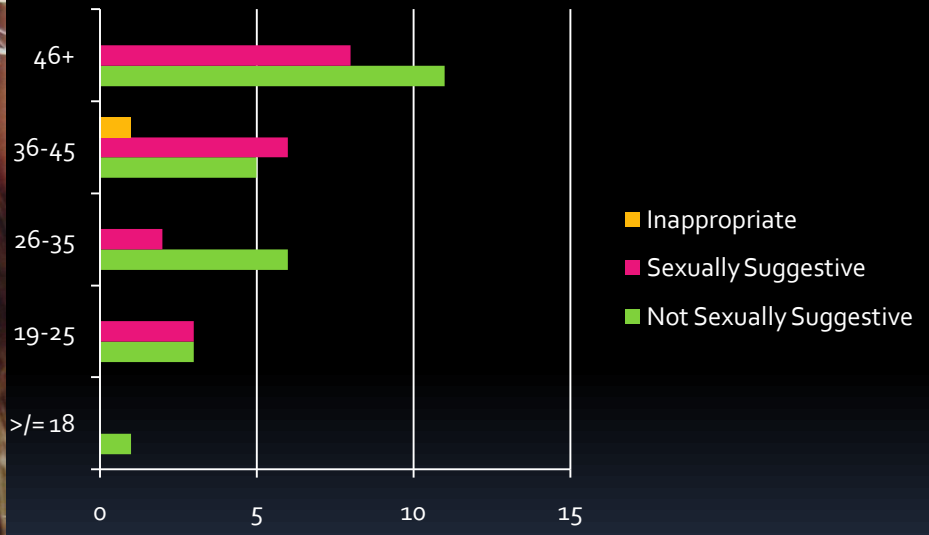

Advertisement #4

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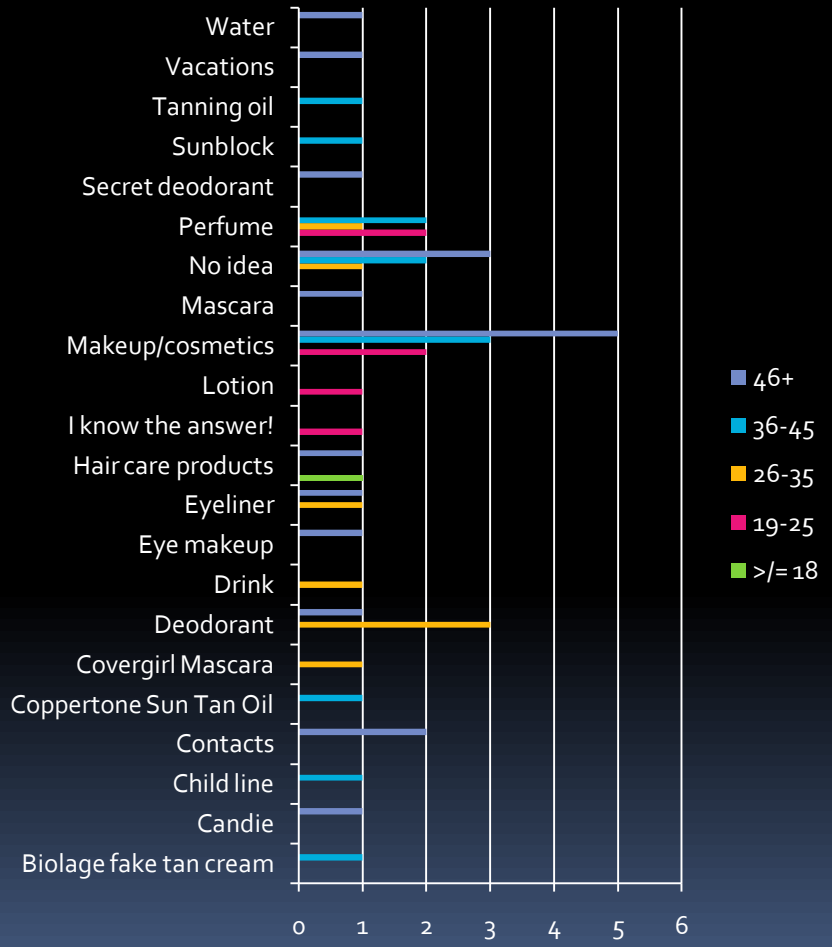
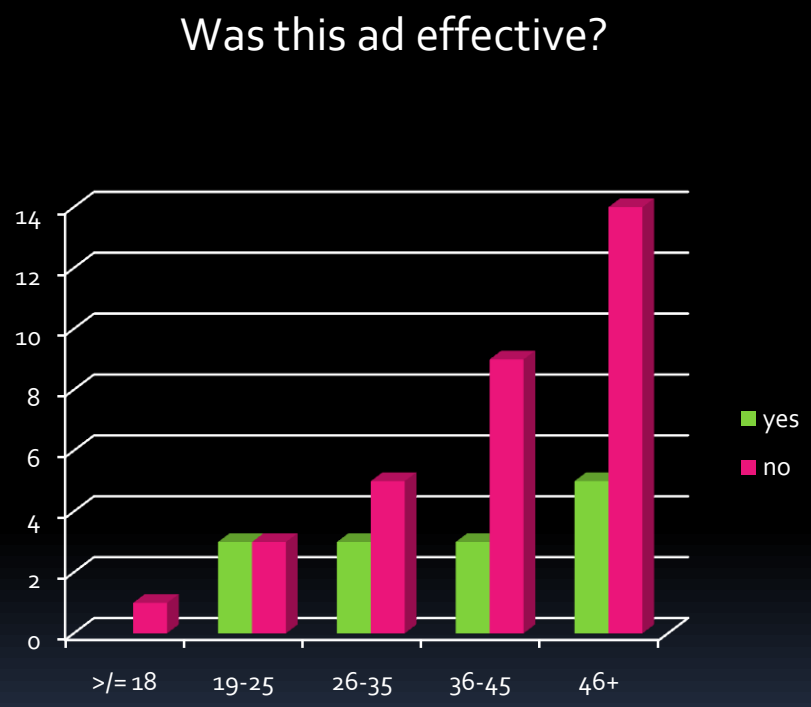
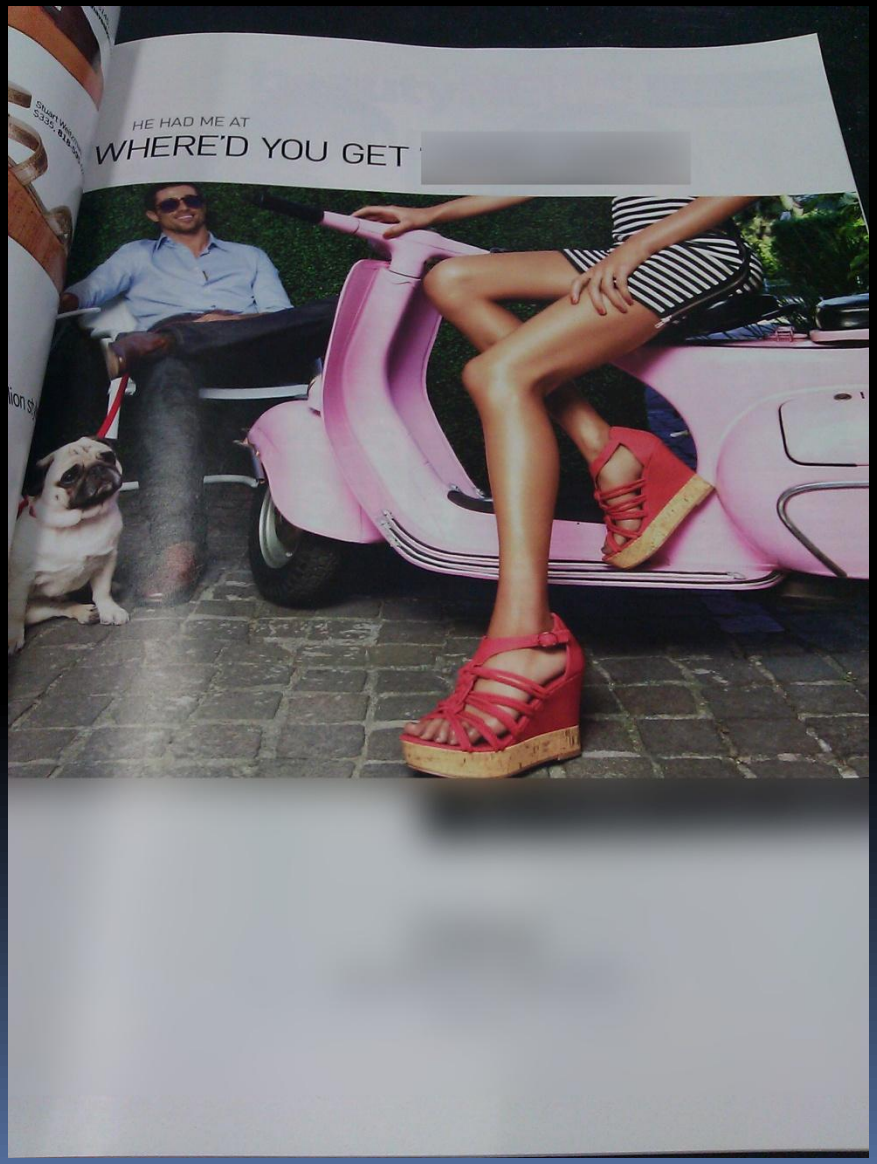


Advertisement #4 - "Light Blue" perfume by Dolce & Gabbana



Advertisement #5



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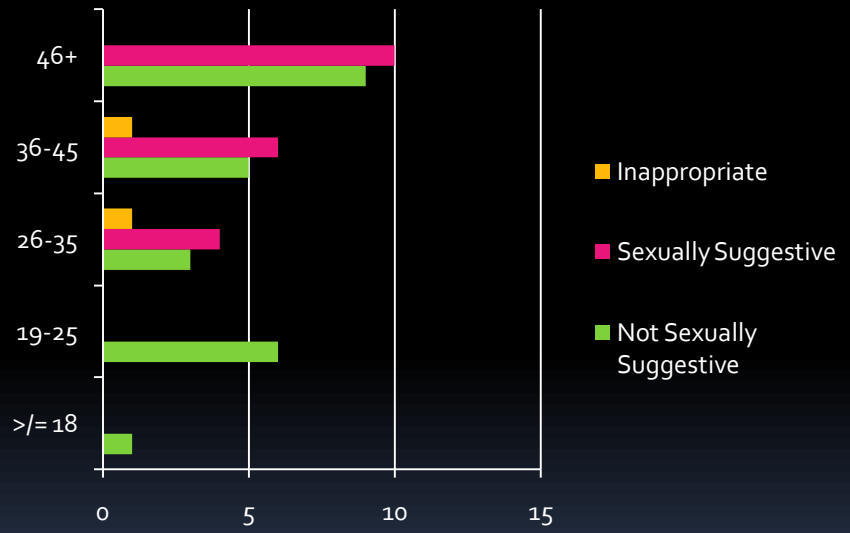

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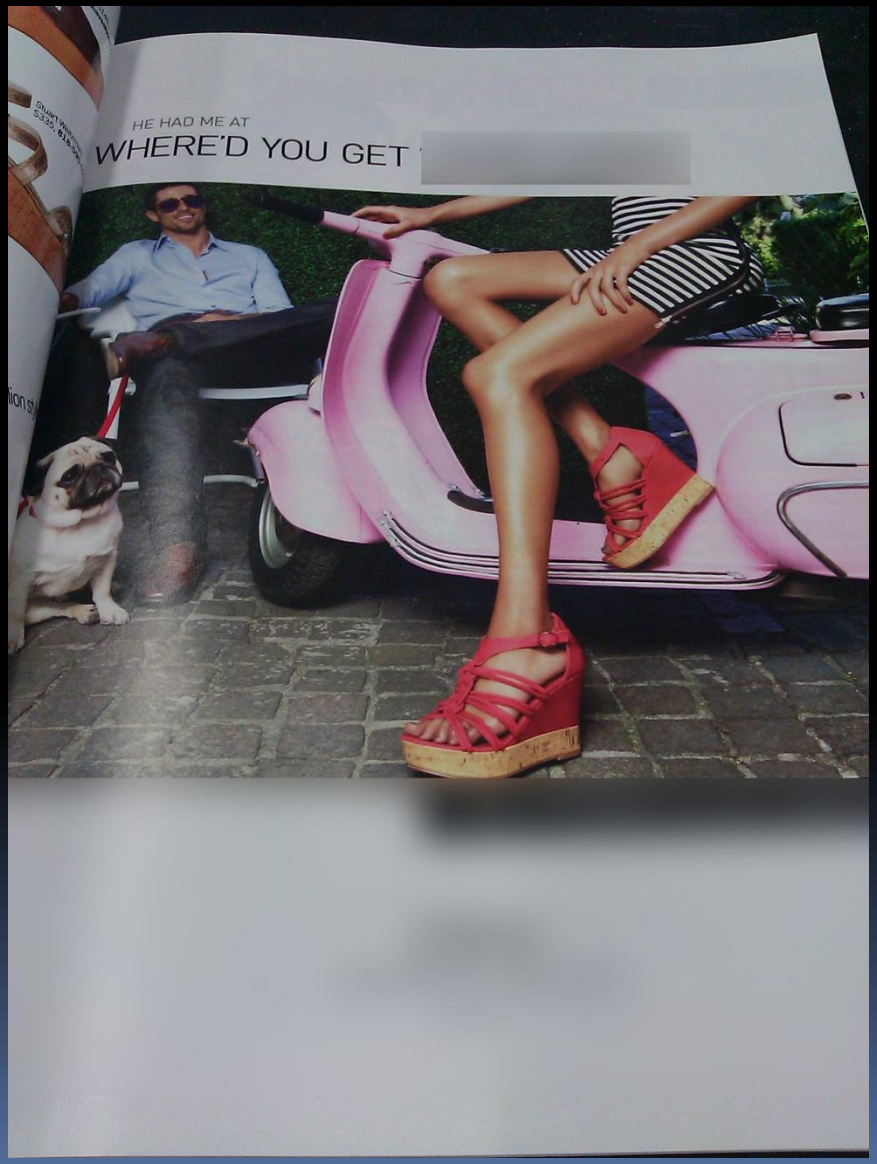

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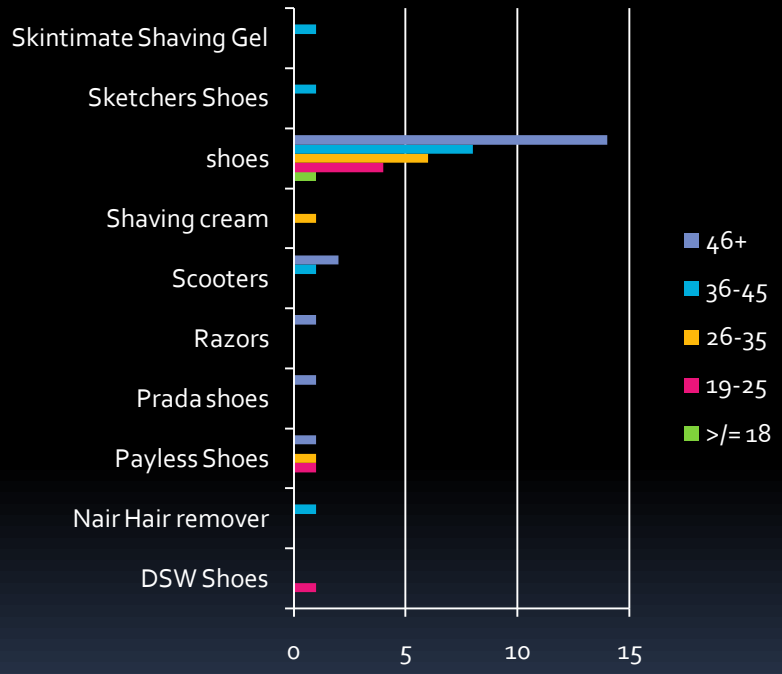
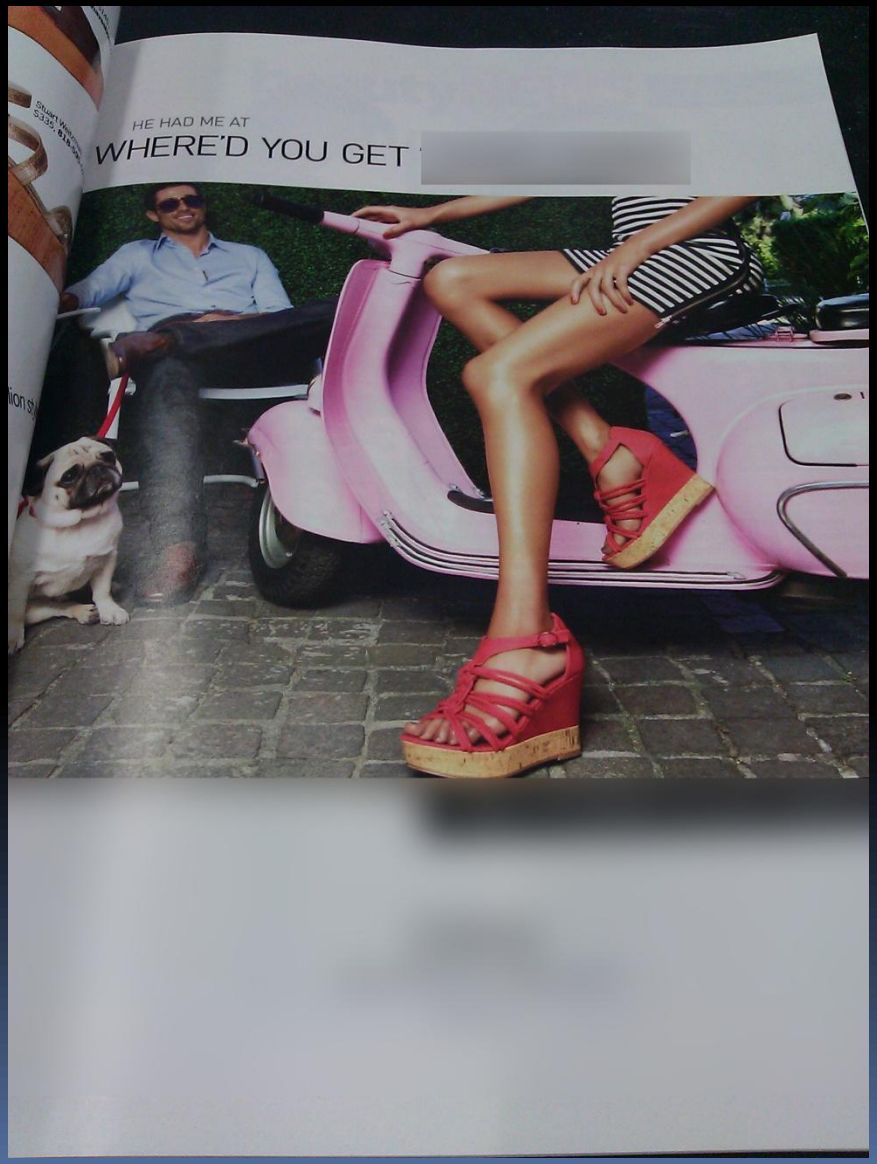


Advertisement #5 - DSW Designer Shoe Warehouse



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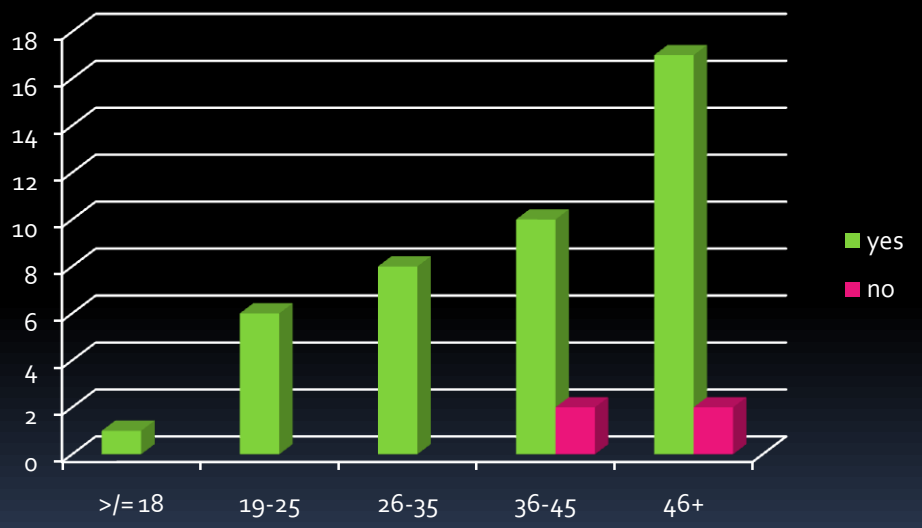
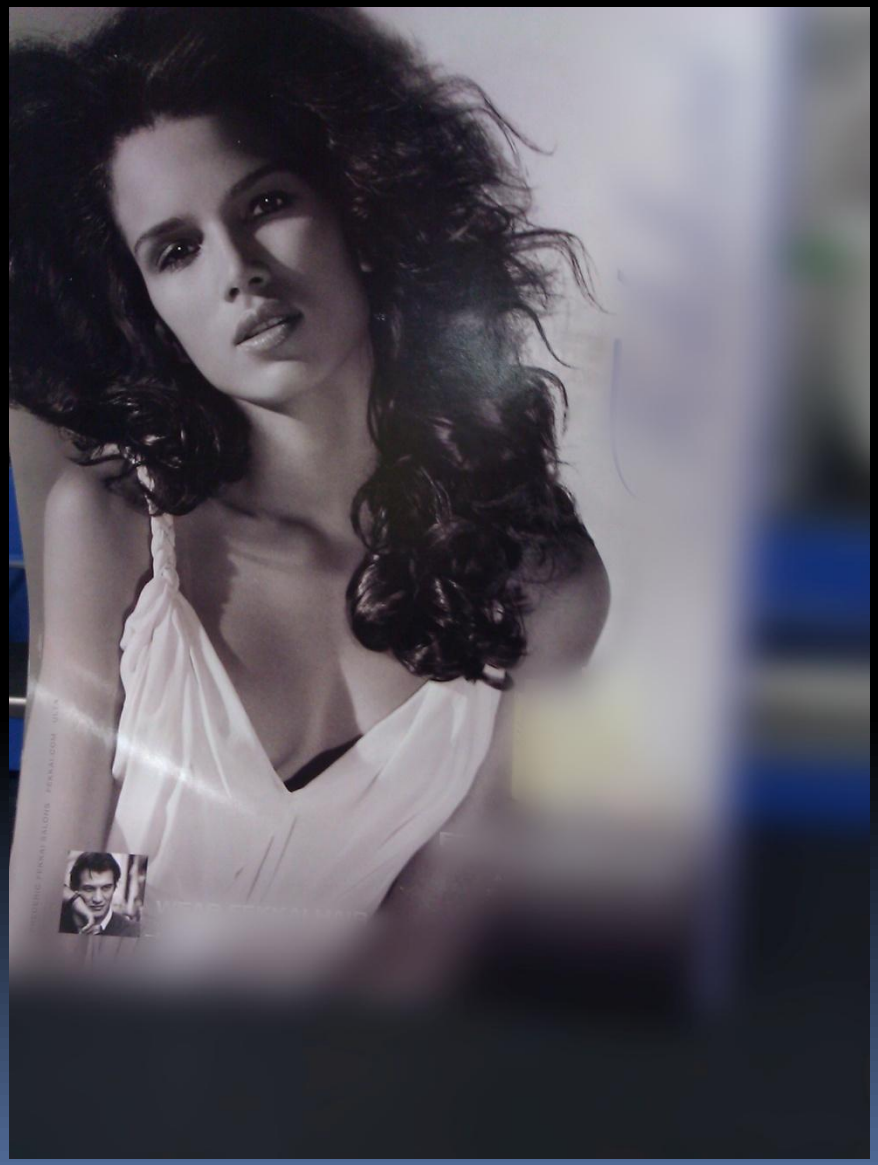


Advertisement #6



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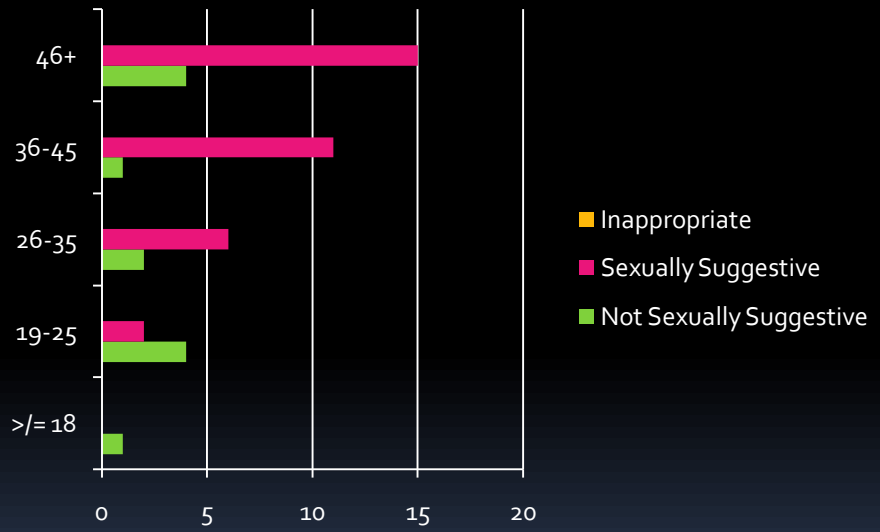

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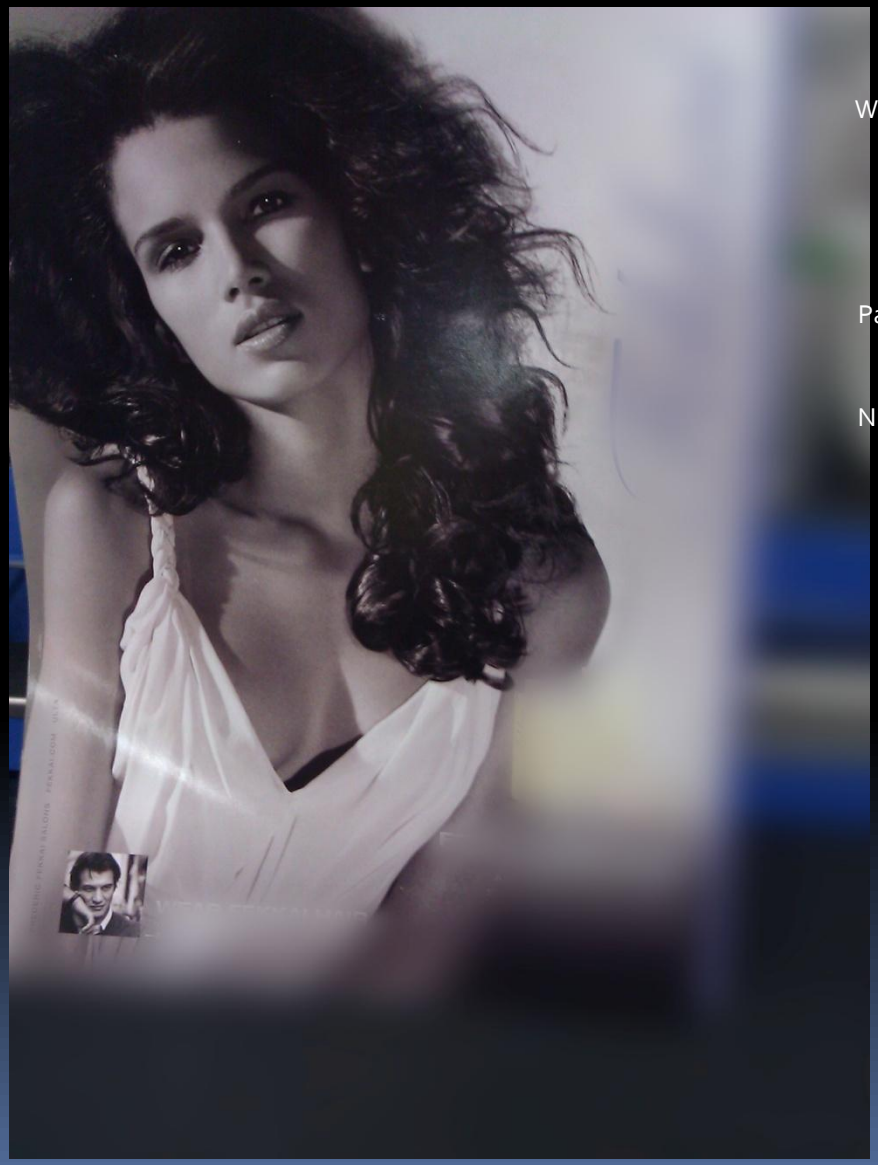

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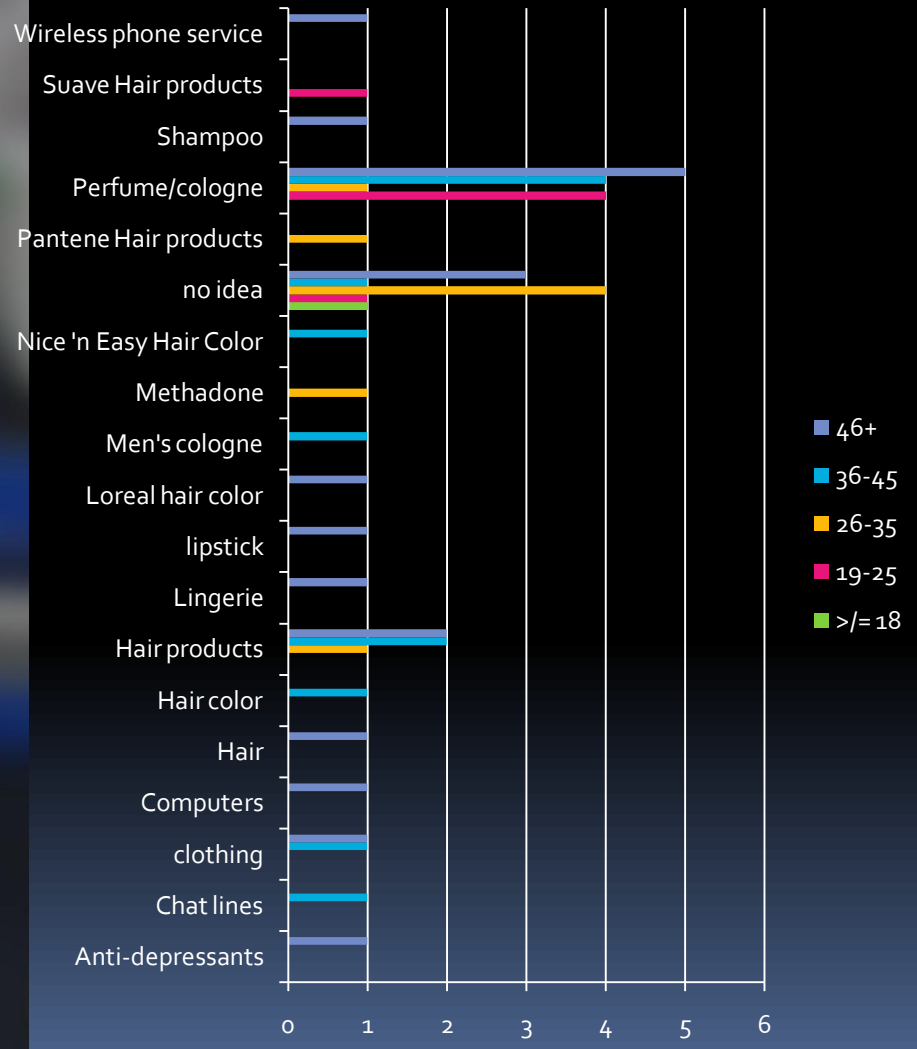
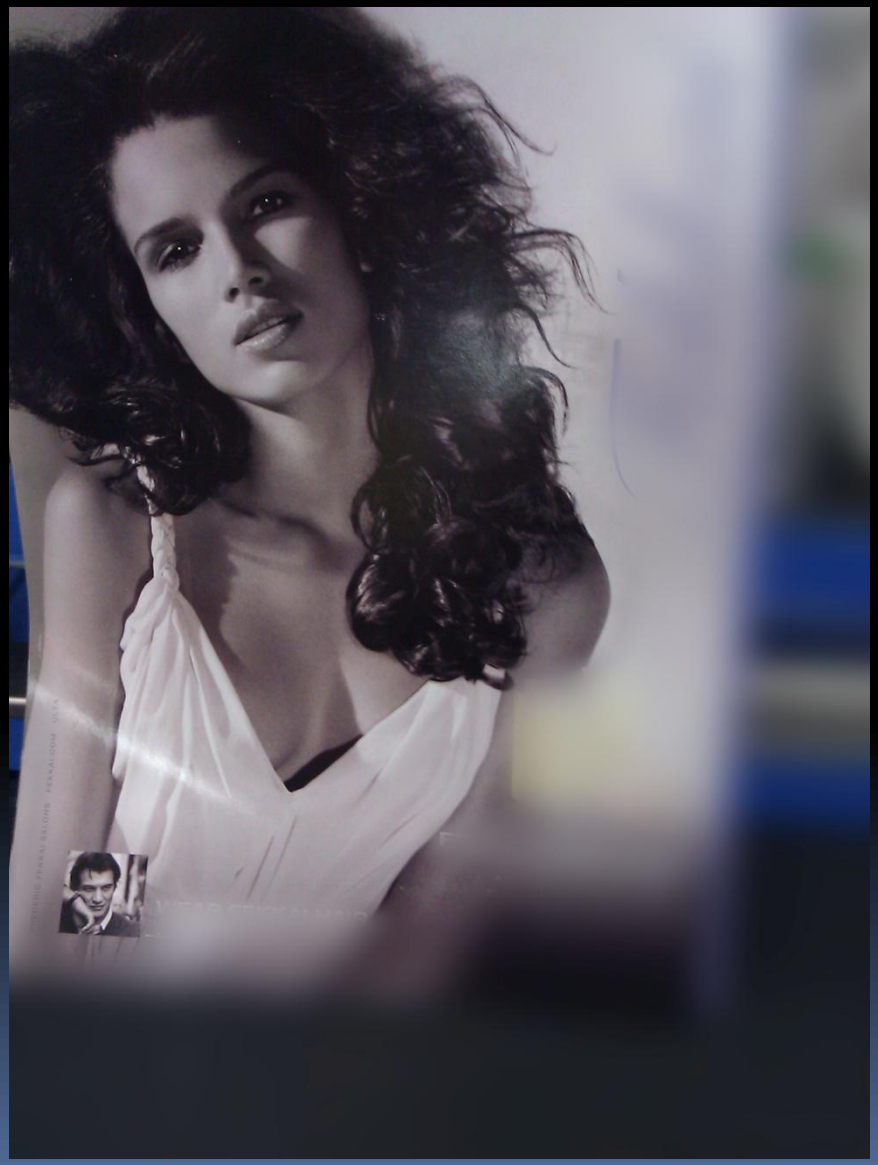


Advertisement #6 - Fekkai Hair Products



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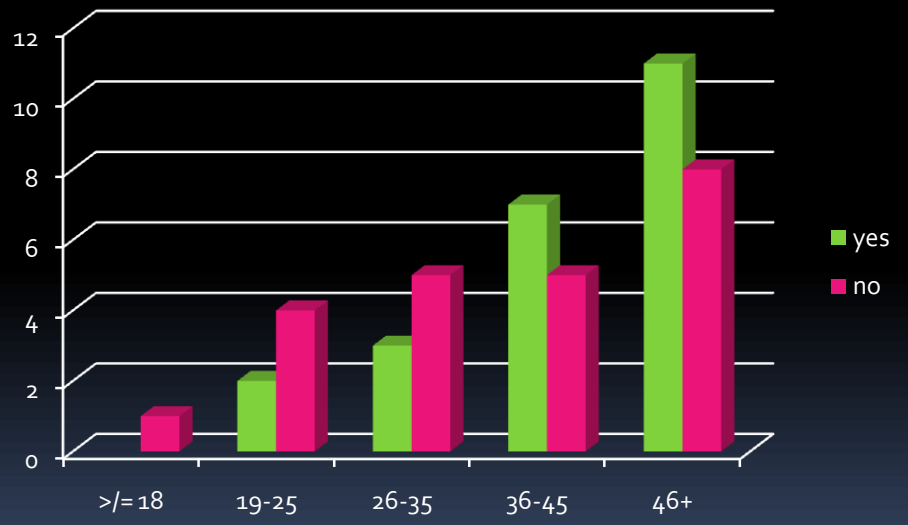

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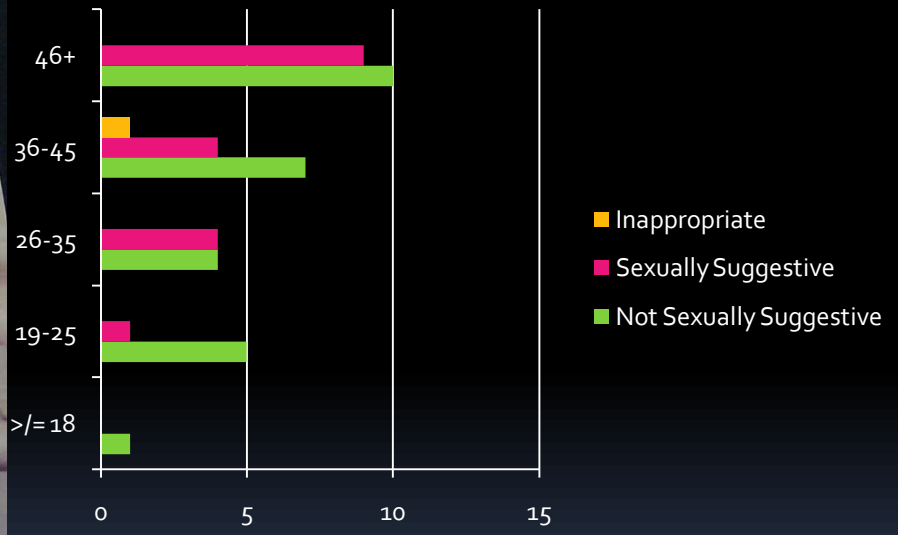

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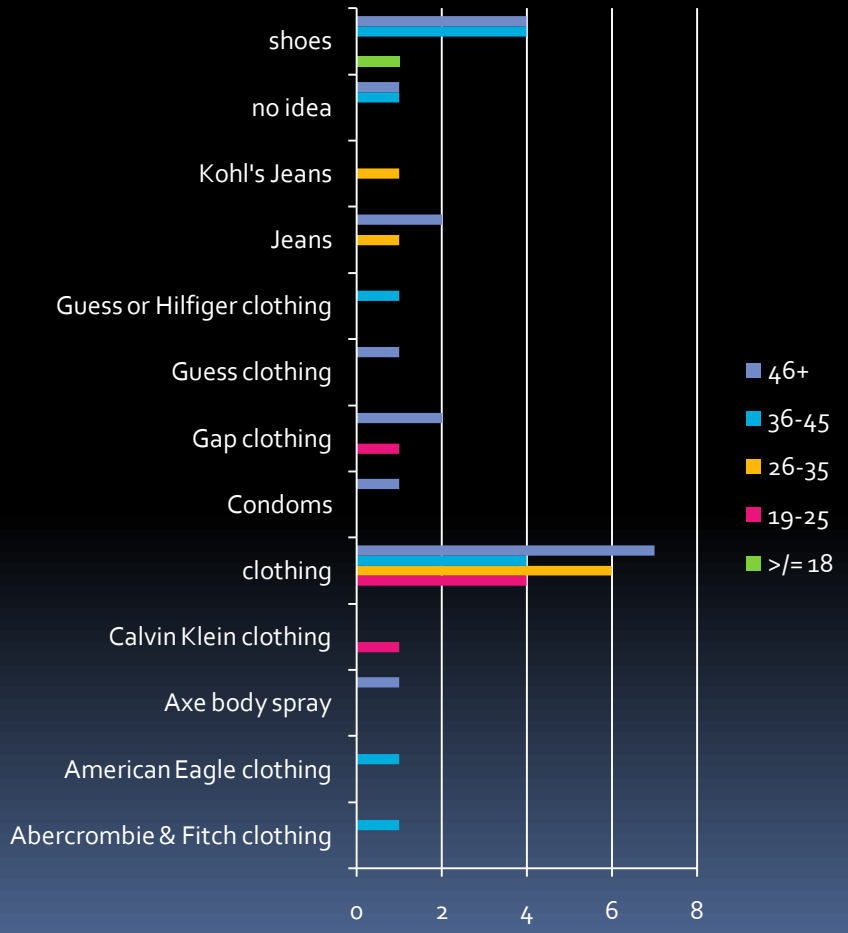

Advertisement #7 - Macy's DKNY Jeans

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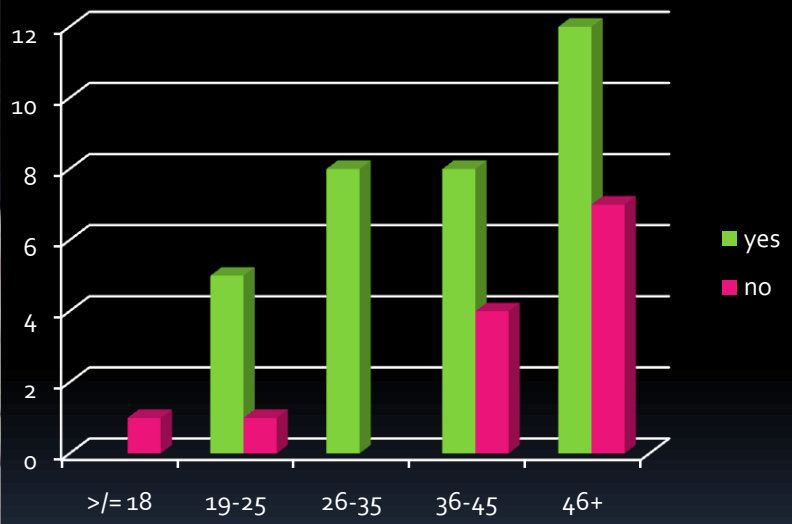
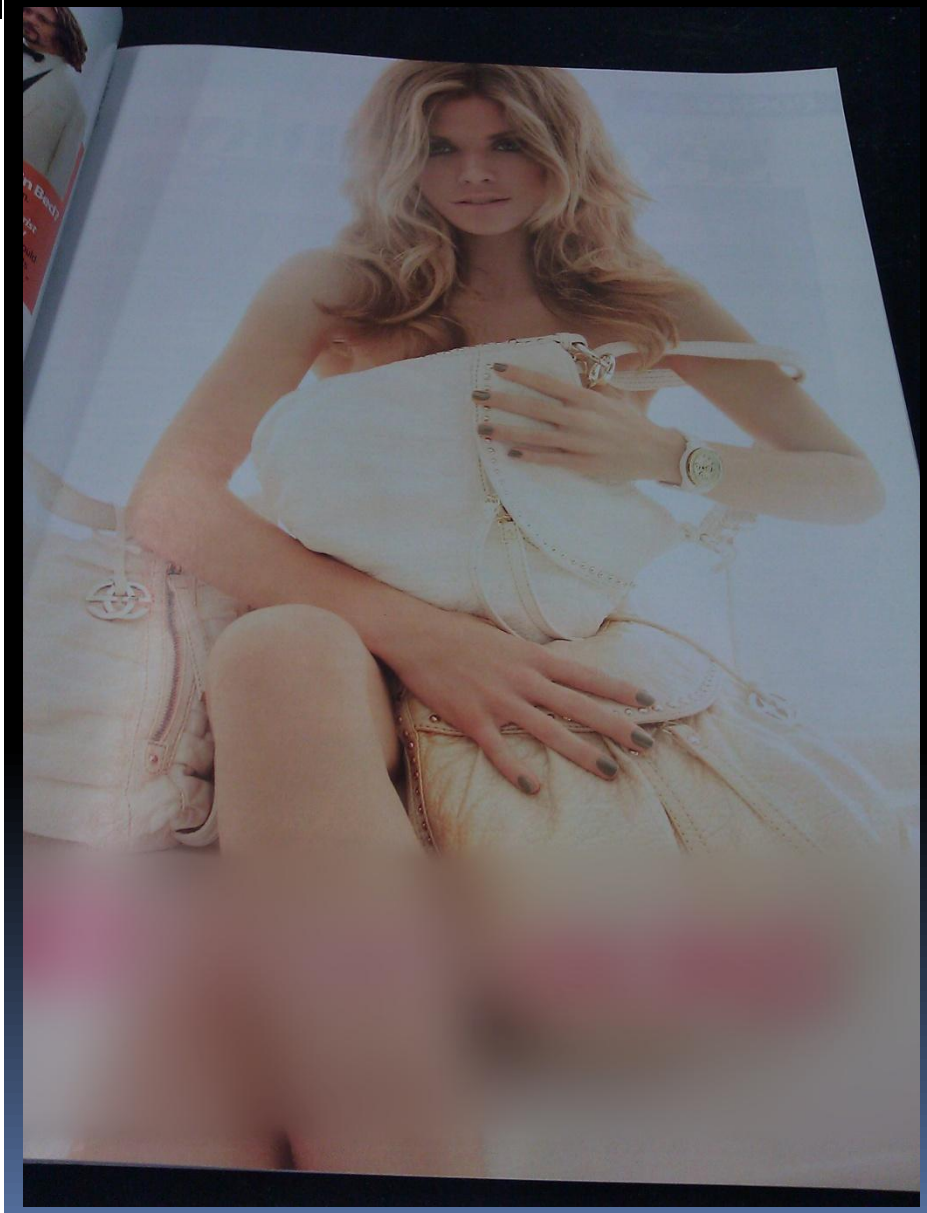


Advertisement #8



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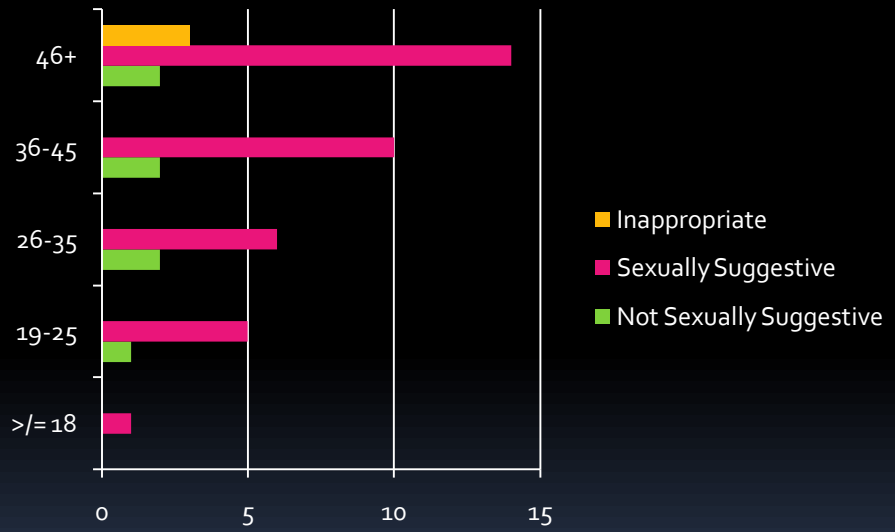

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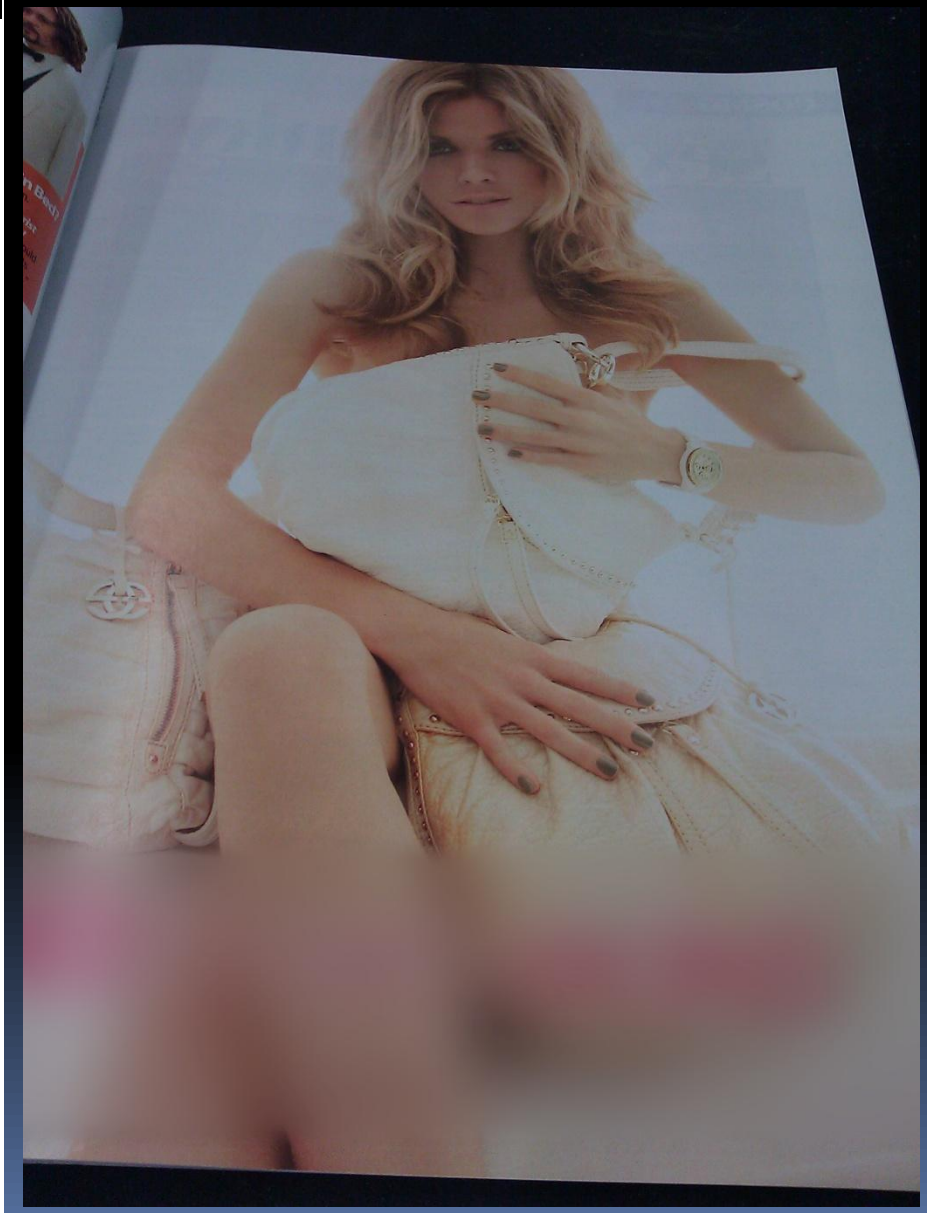

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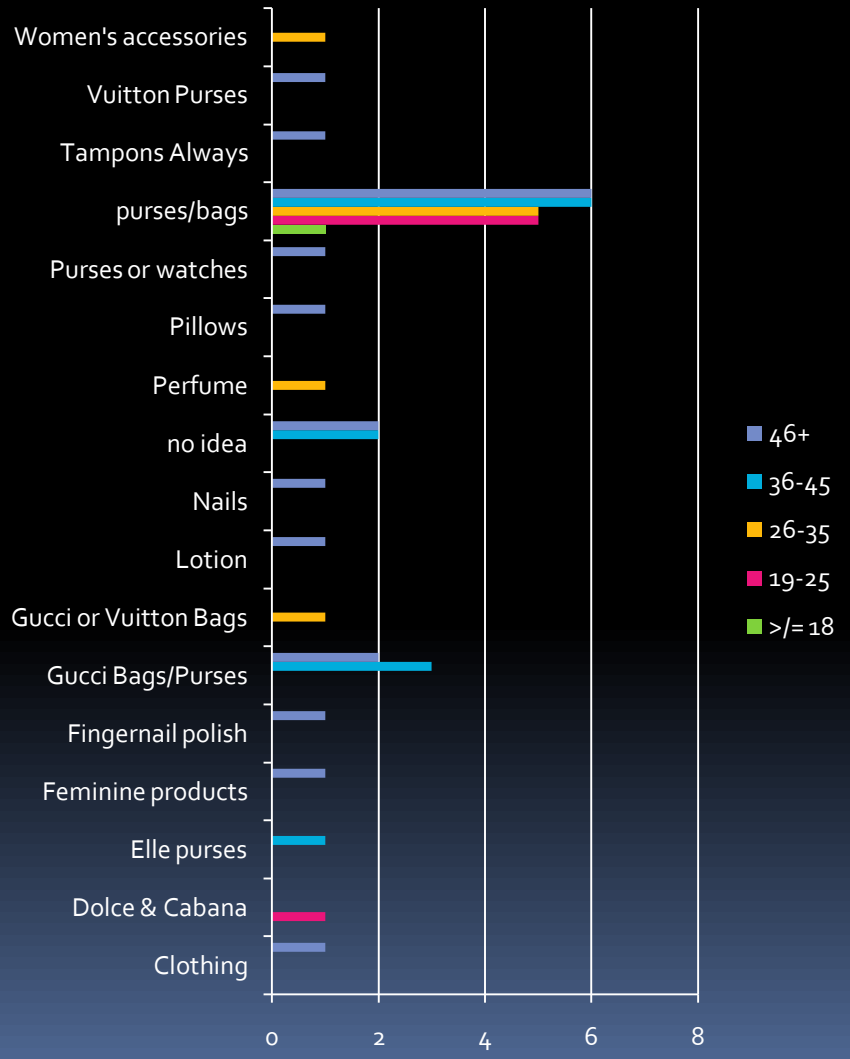
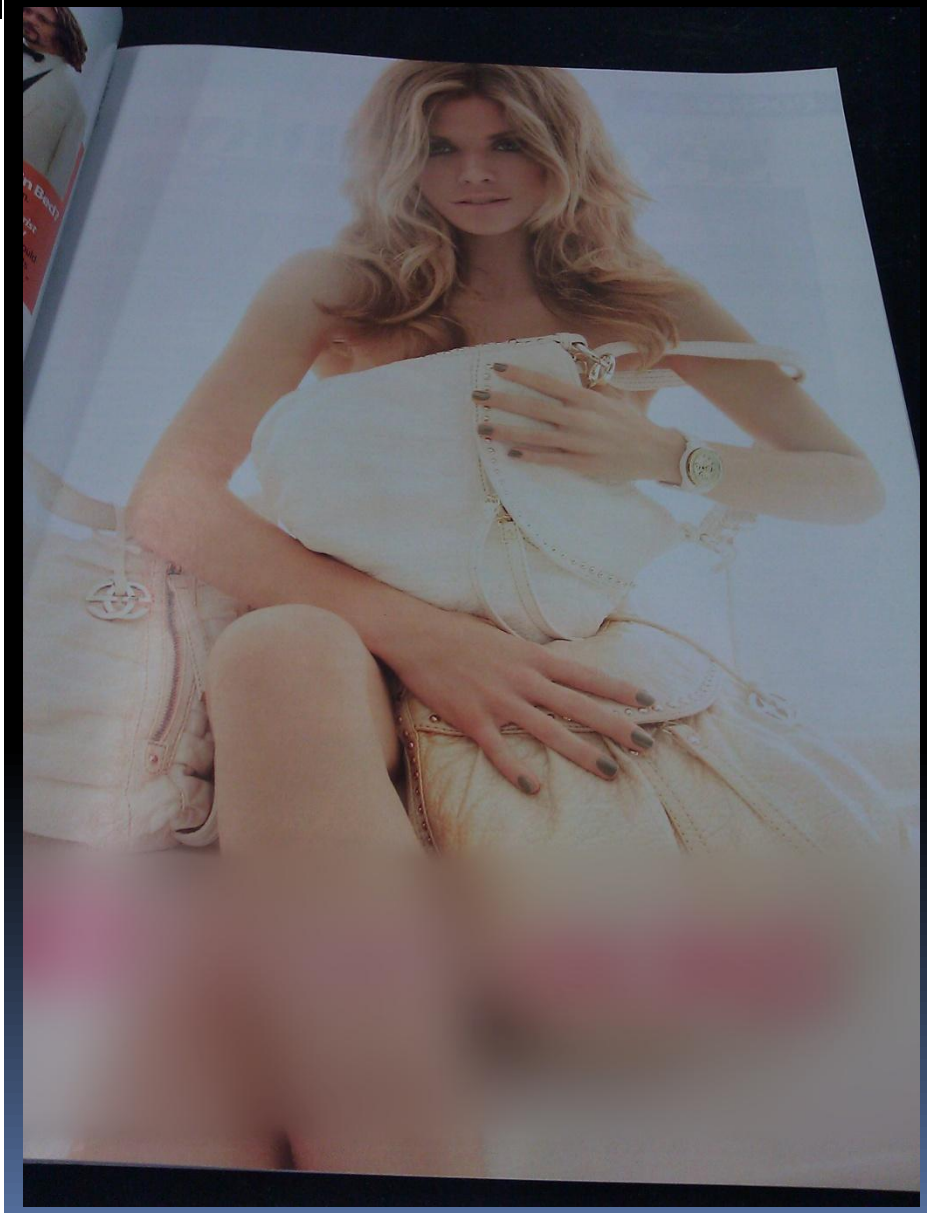


Advertisement #8 - Marc Ecko Bags



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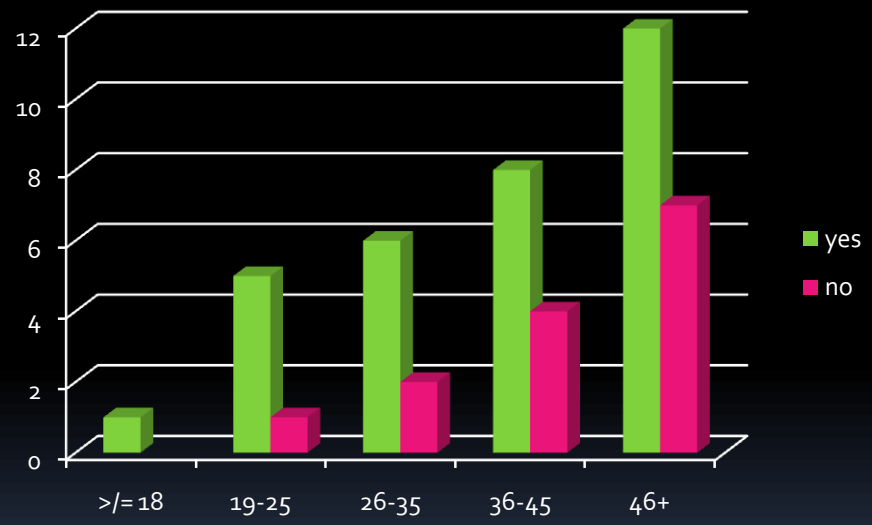

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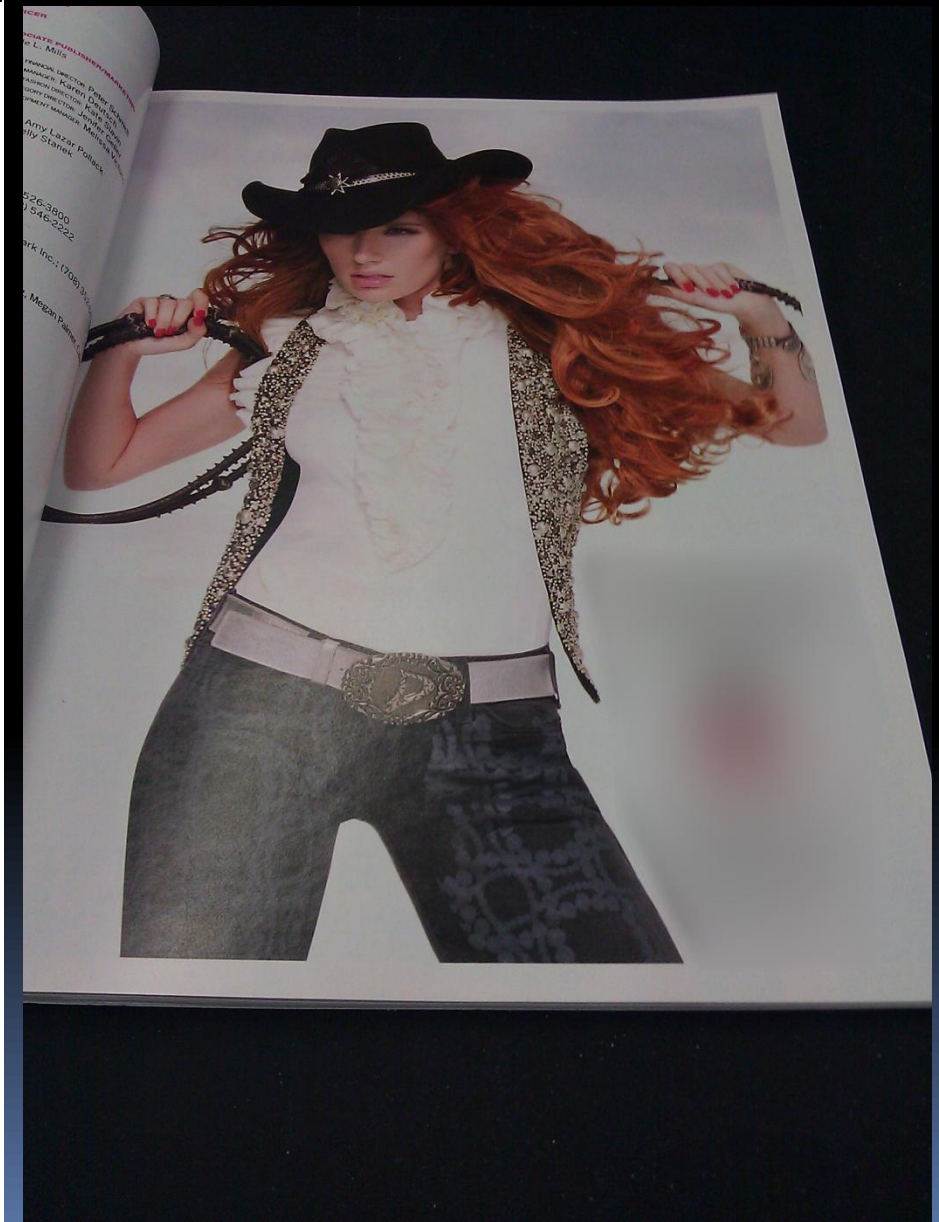

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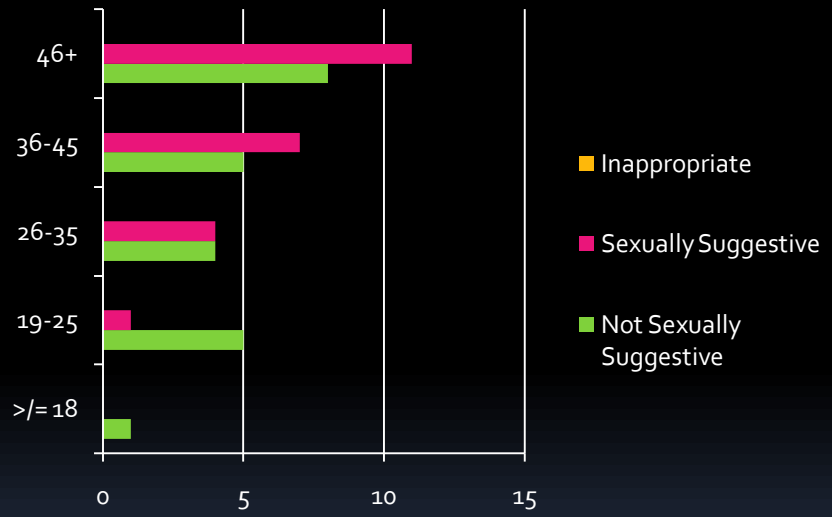

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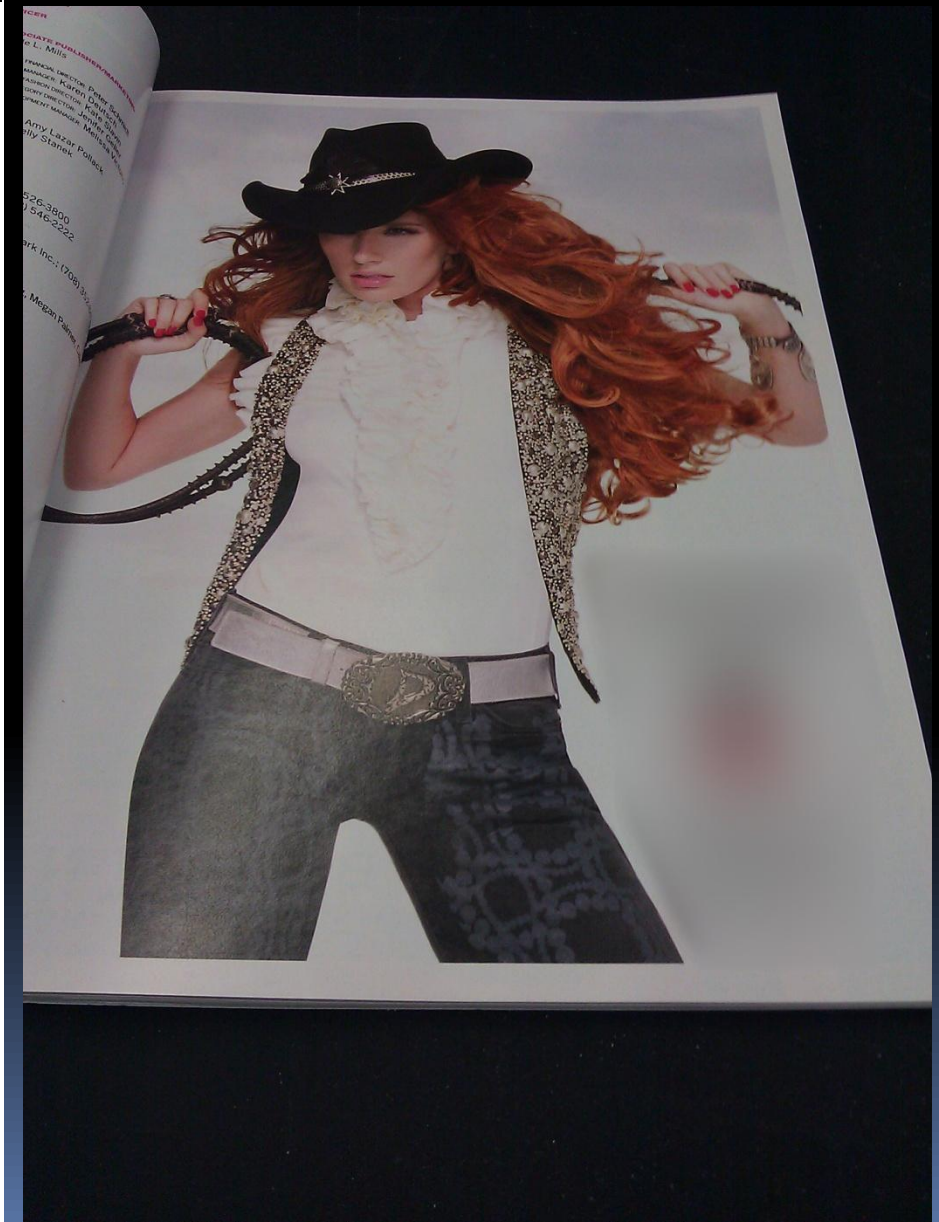

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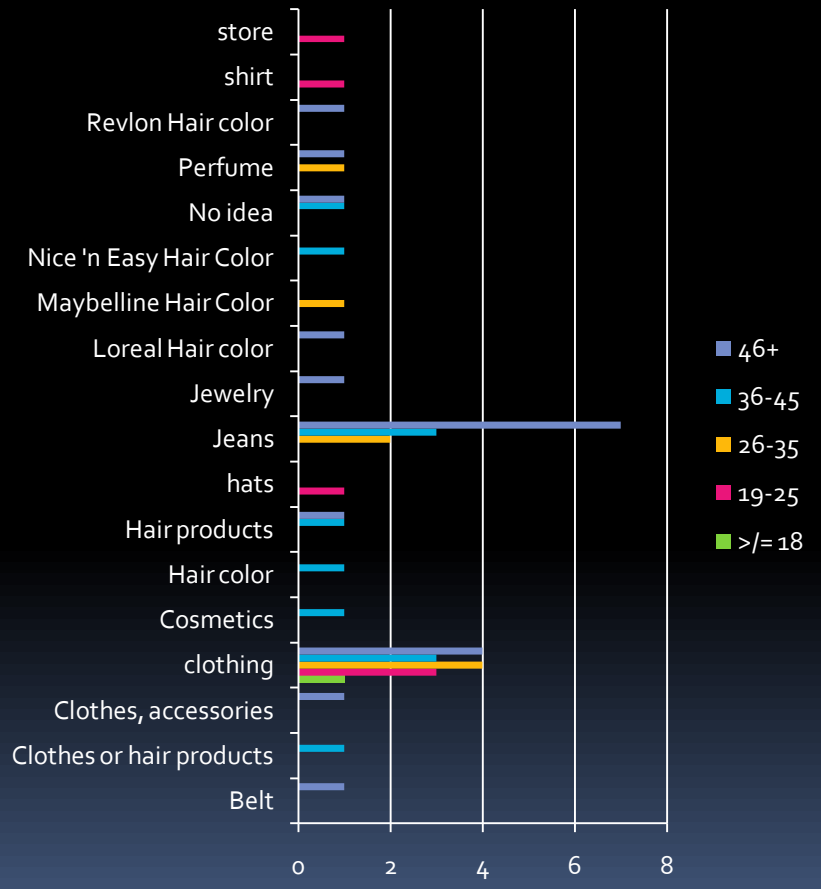
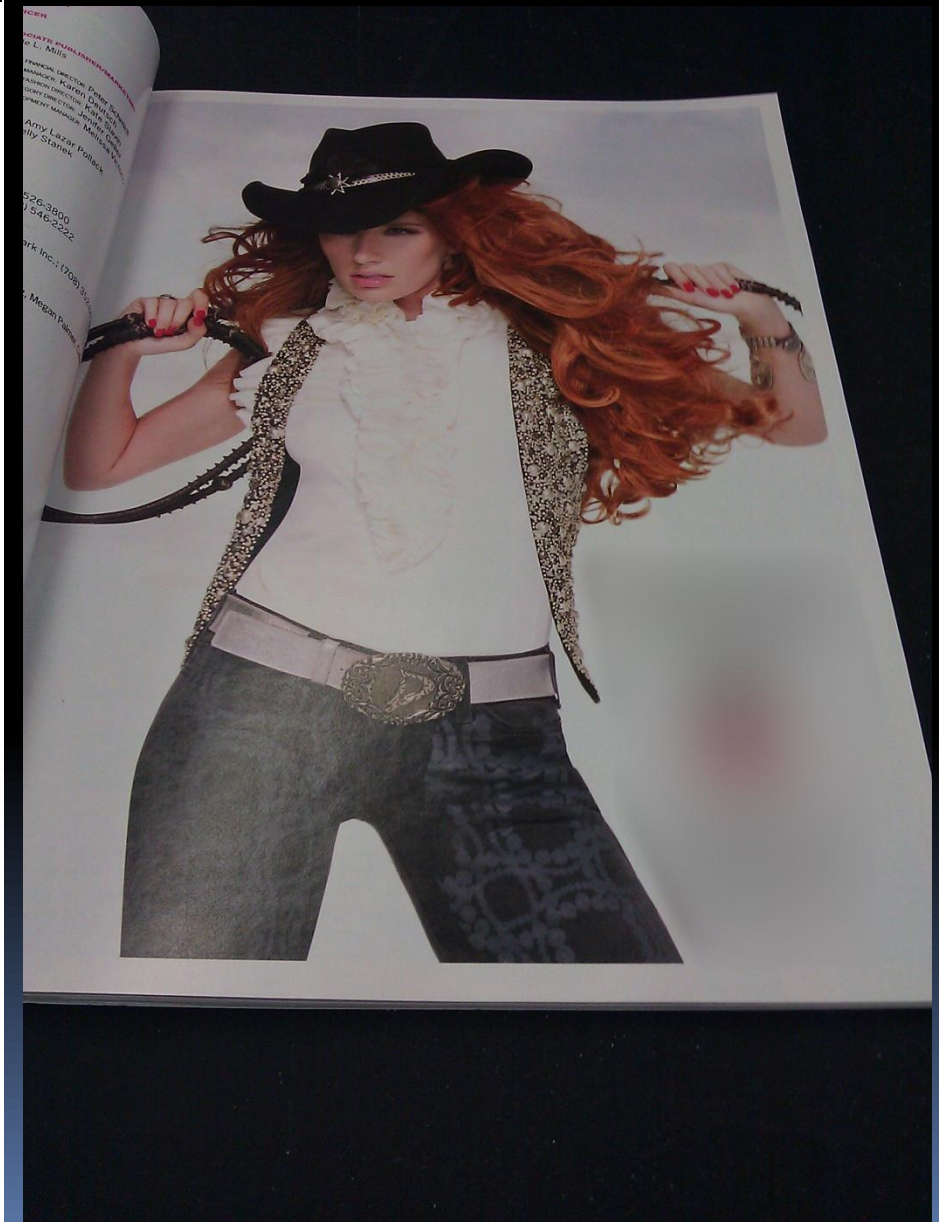
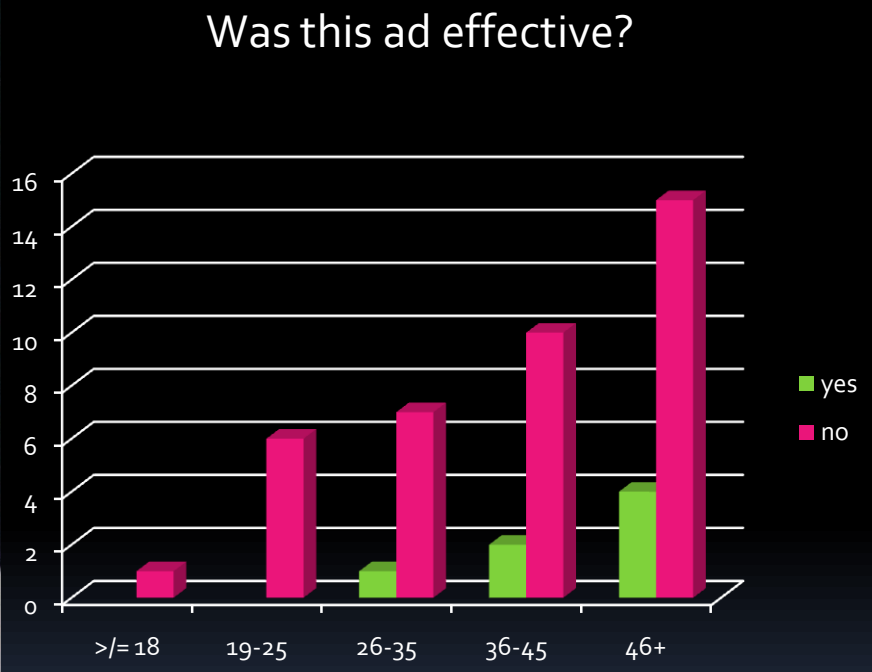


Advertisement #9 - OPI Nail Polish





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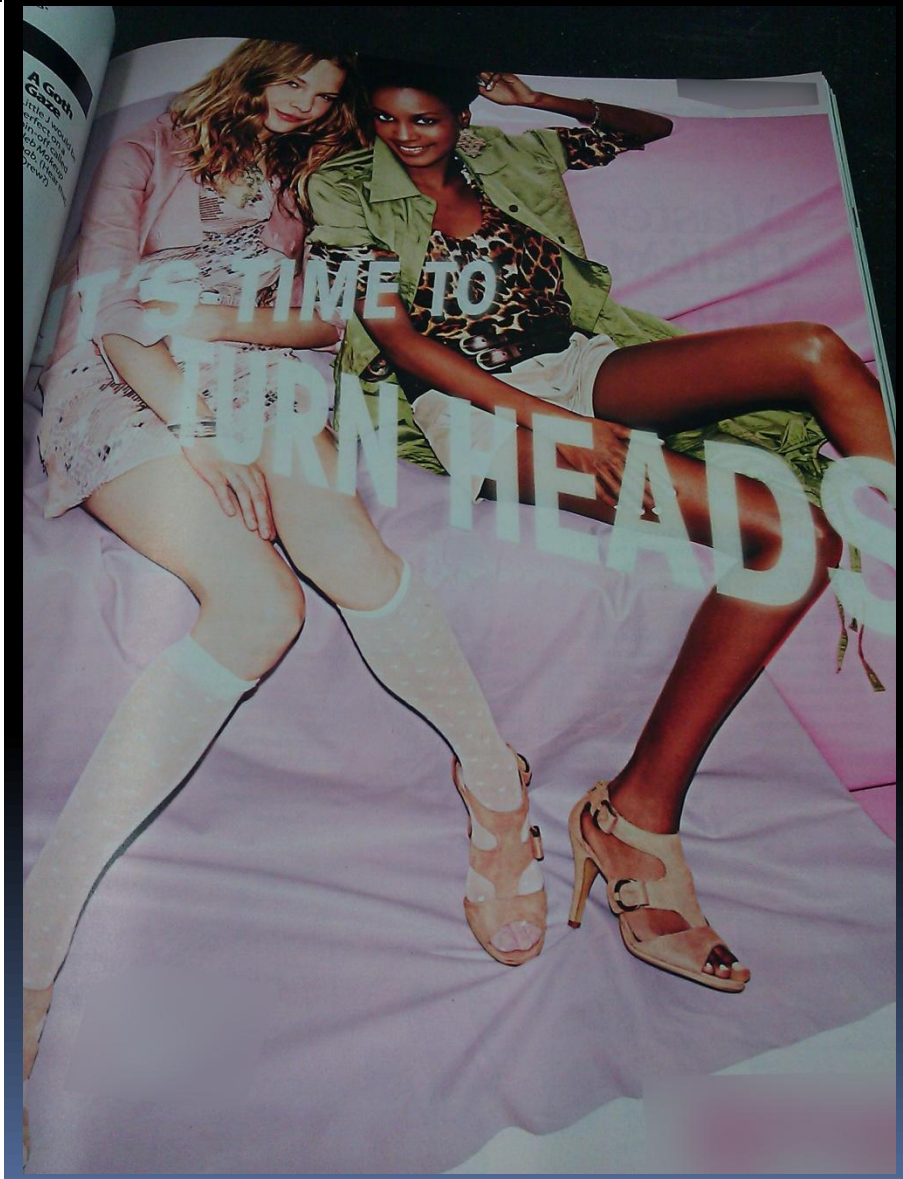

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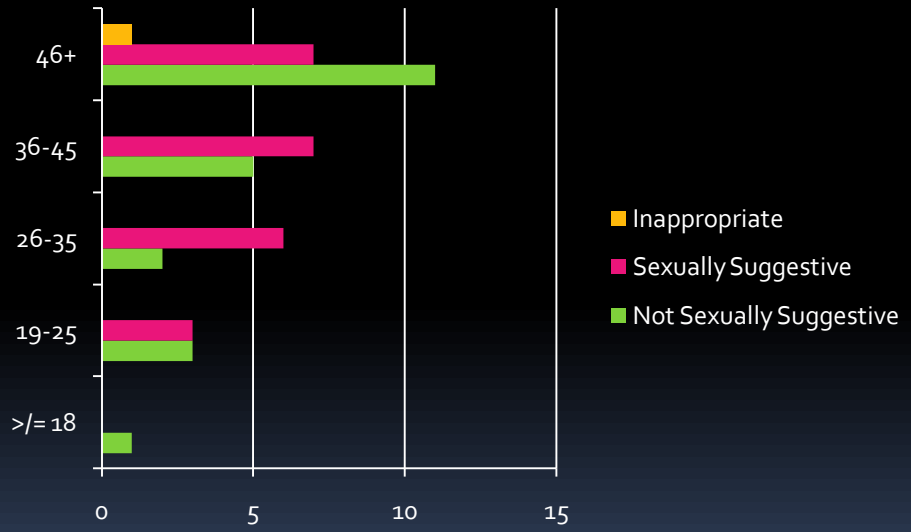
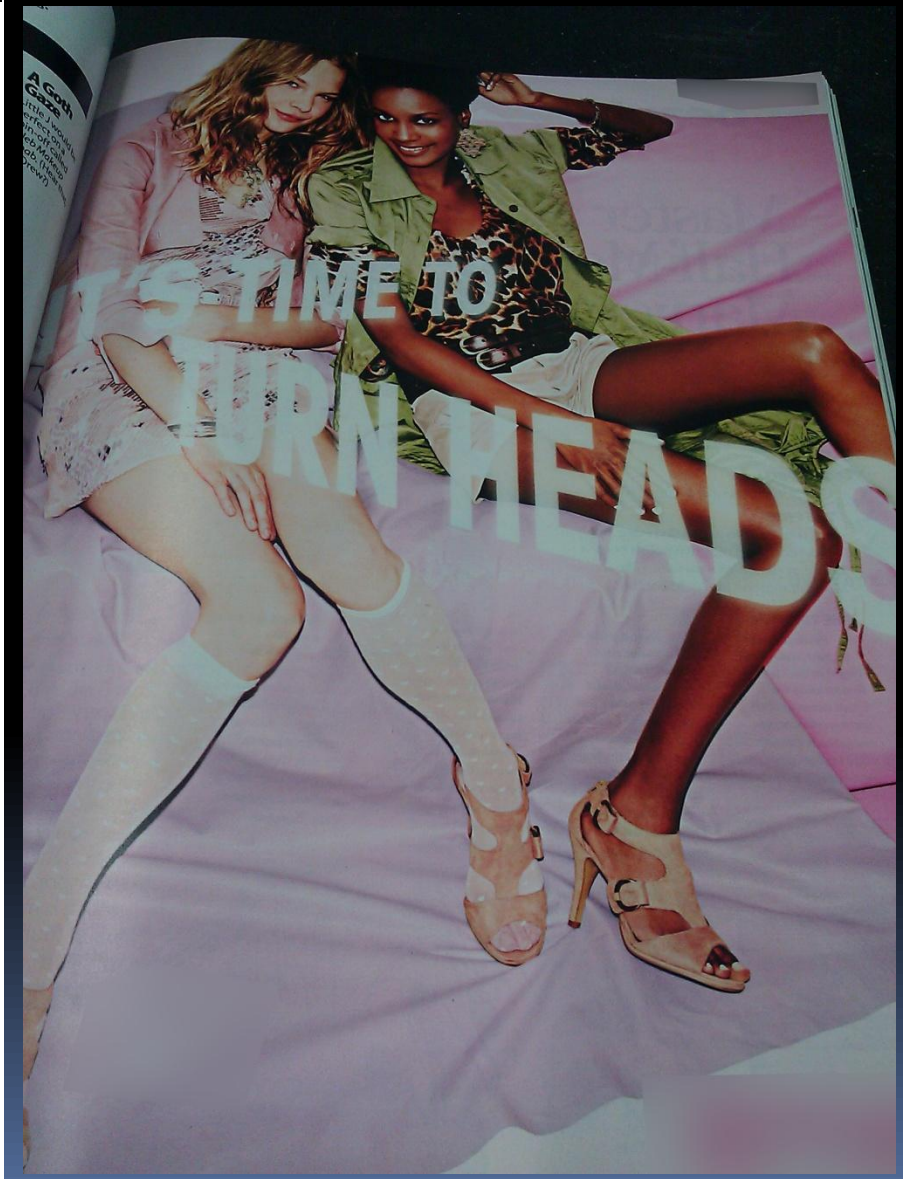
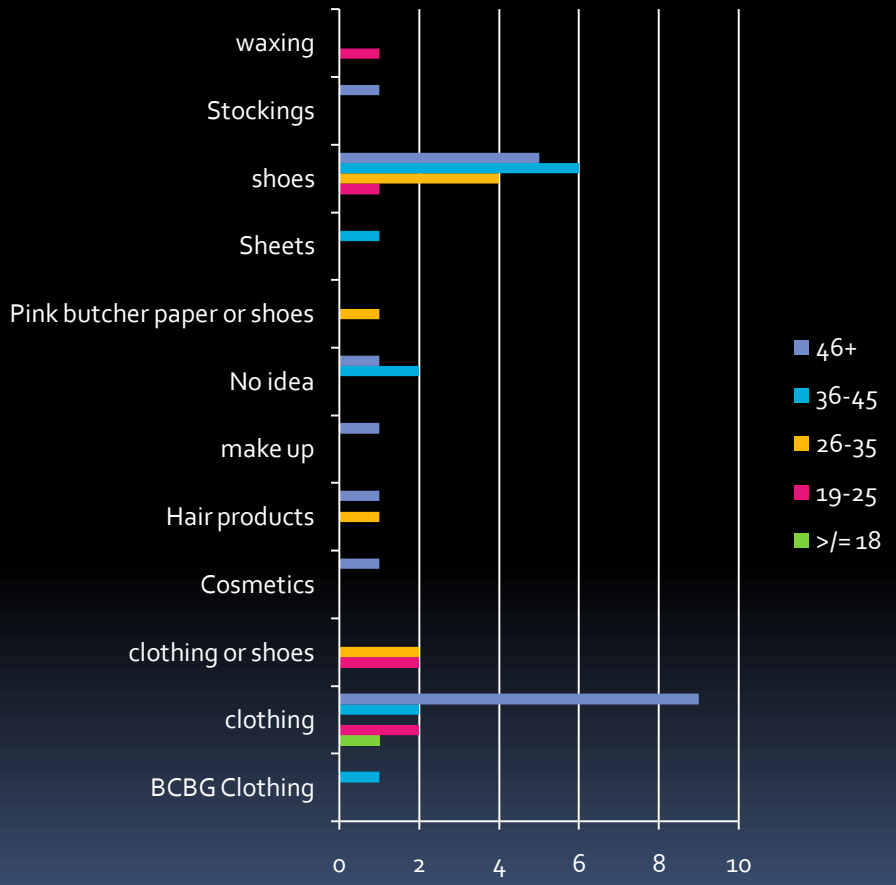


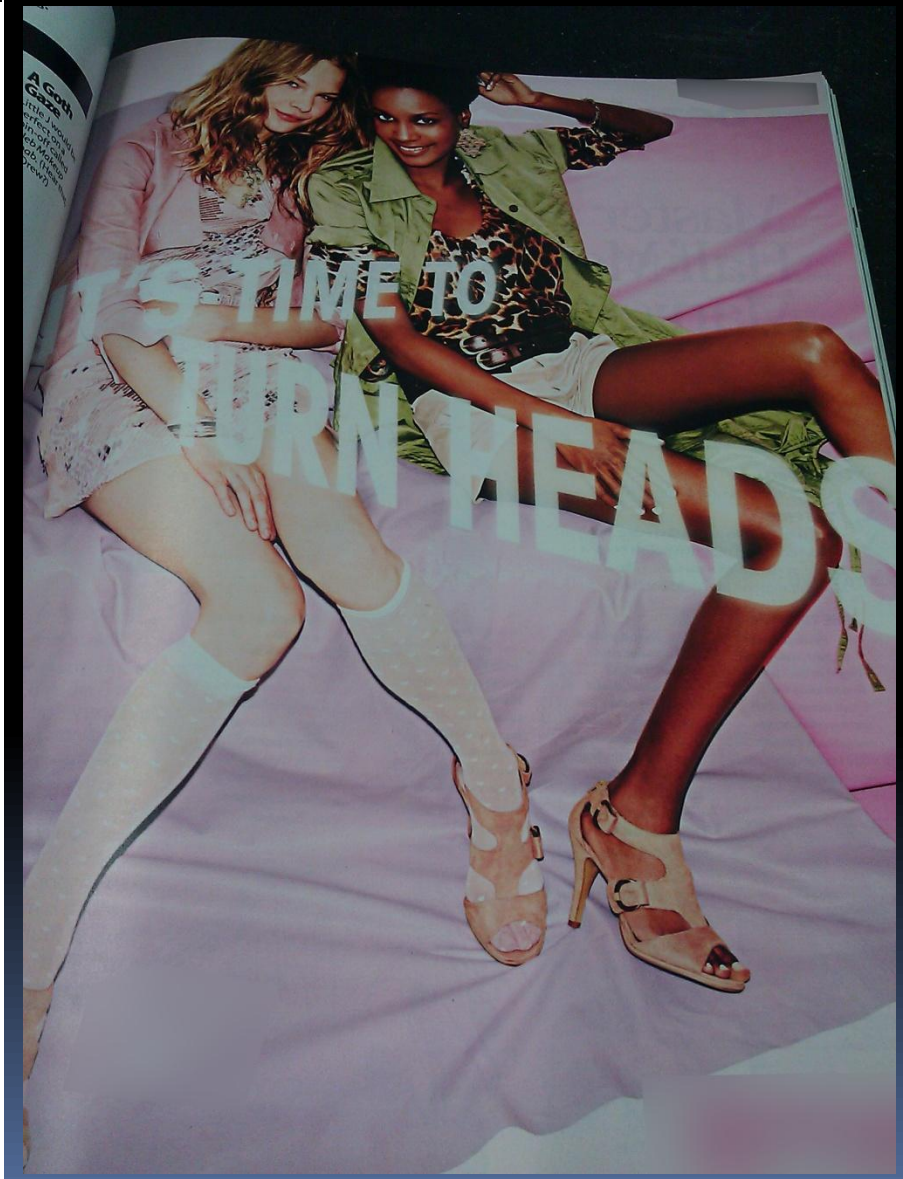
Advertisement #10



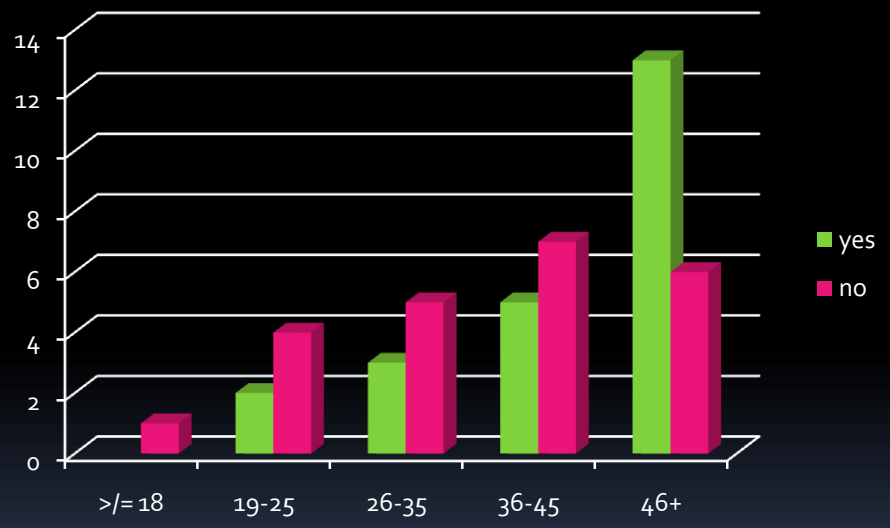
Take a guess at the product and brand:



Advertisement #10 - Payless Shoes

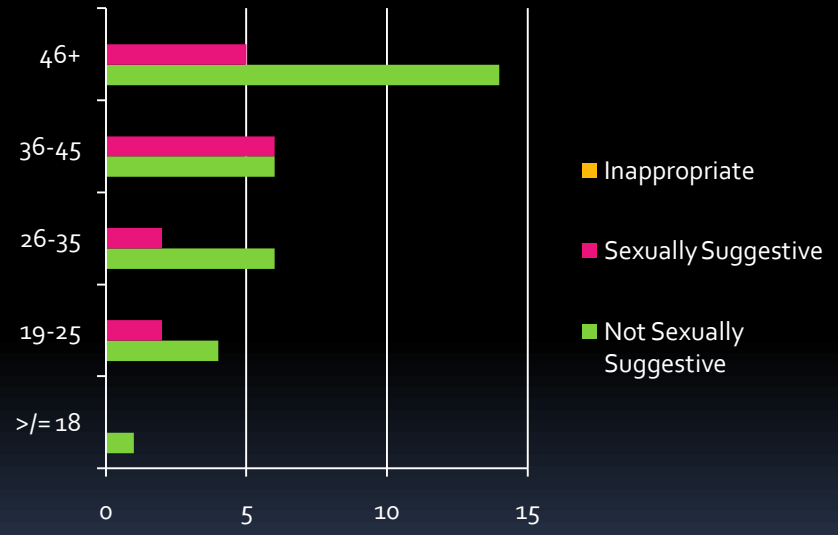


Was this ad effective?



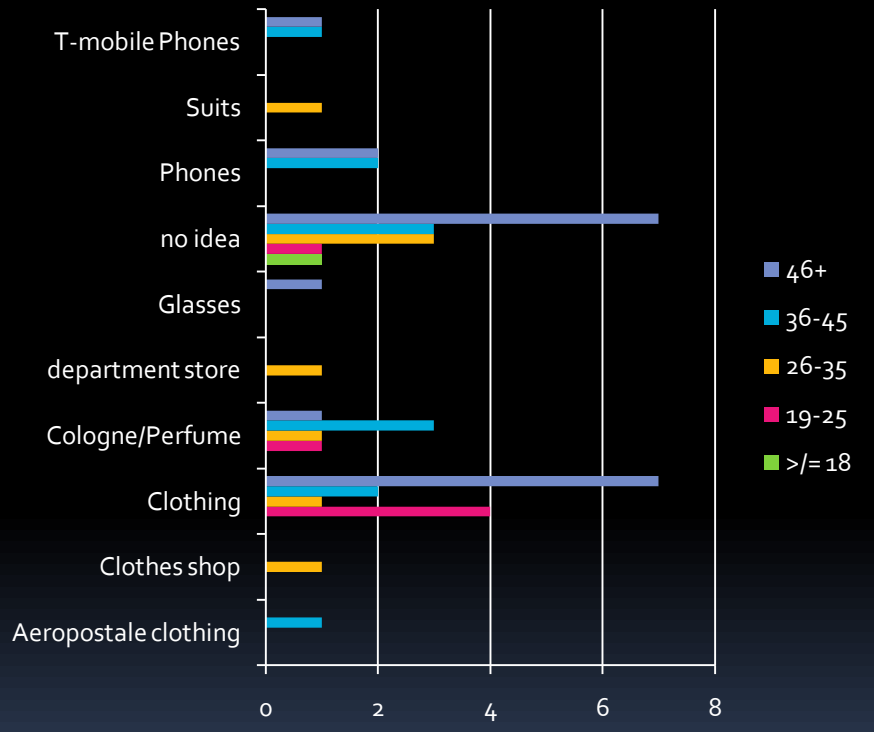
Advertisement #11

Rate the sexual suggestiveness of this ad:

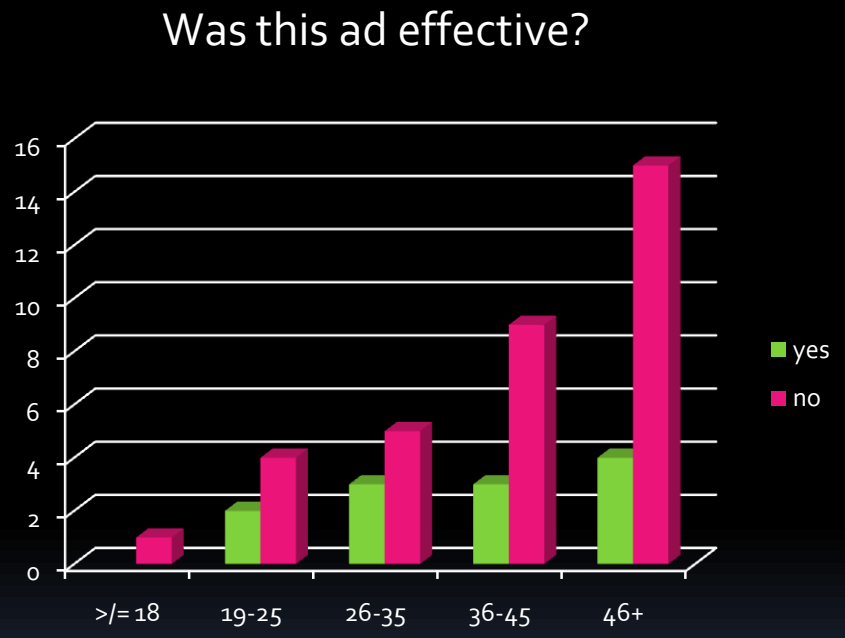


Advertisement #11

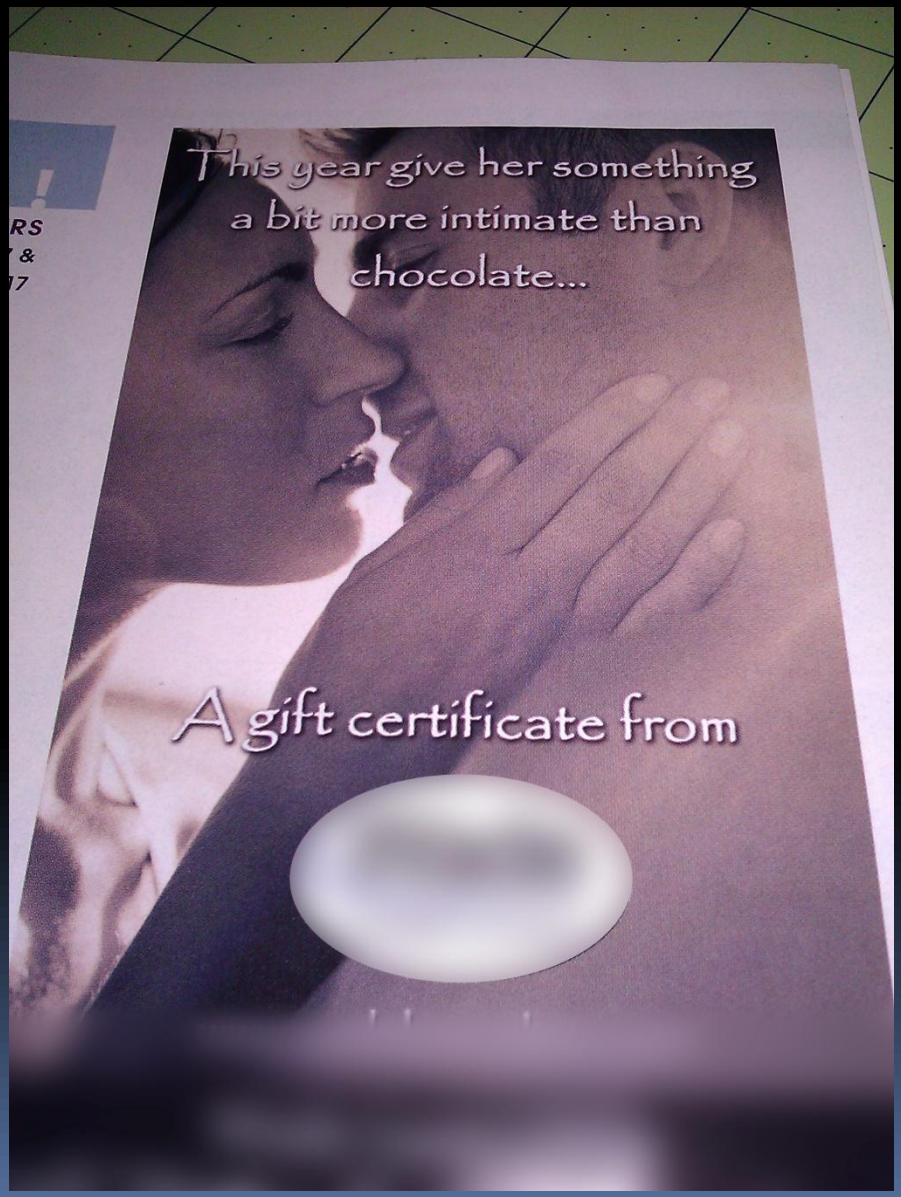
Take a guess at the product and brand:



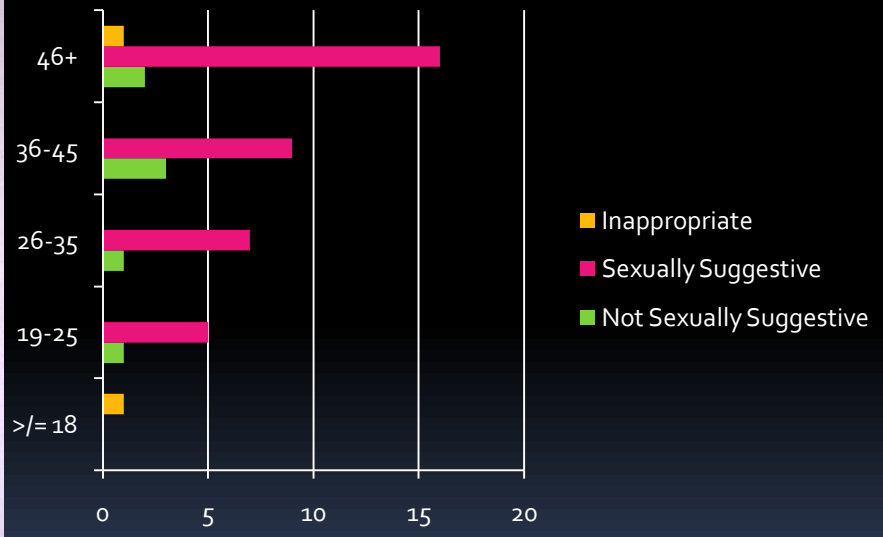
Advertisement #11 - "Preppy Princess" perfume by Vera Wang



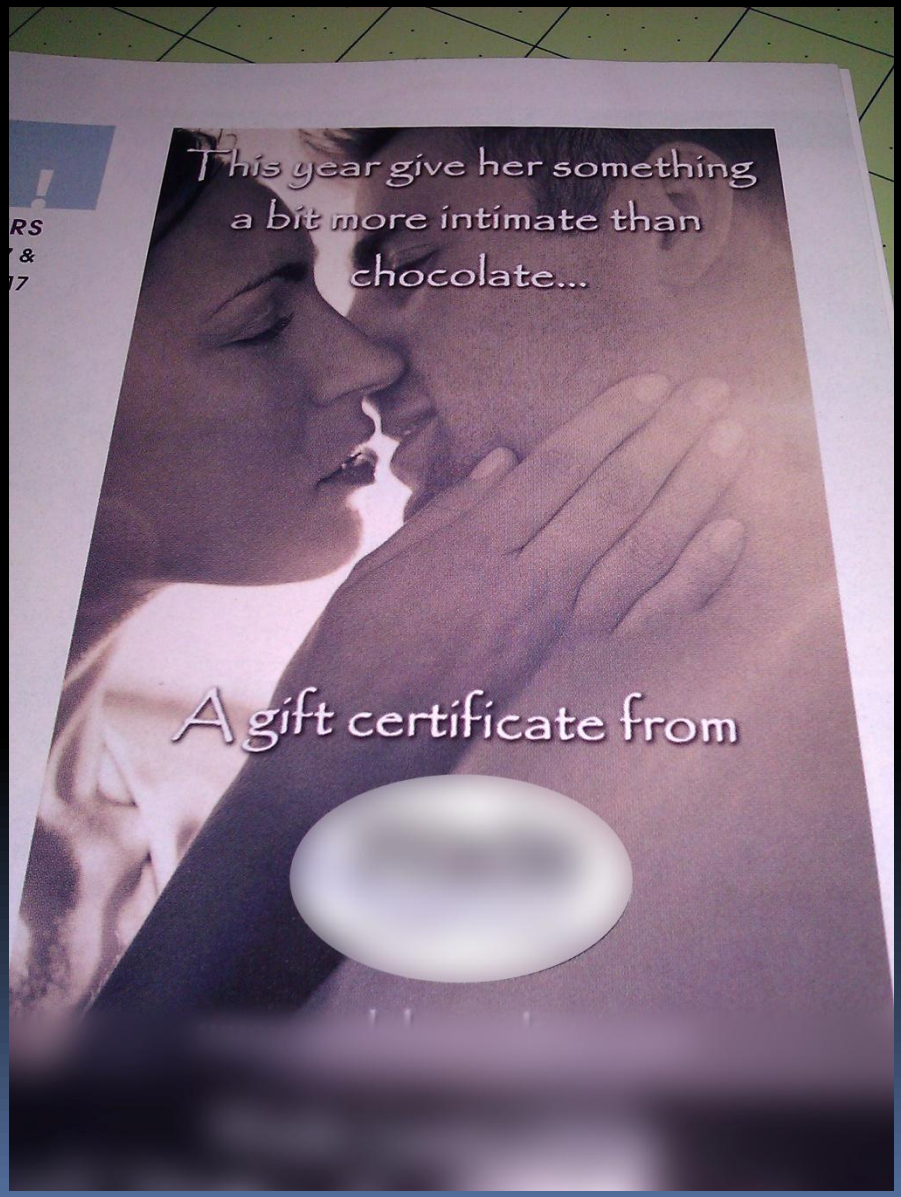
Advertisement #12



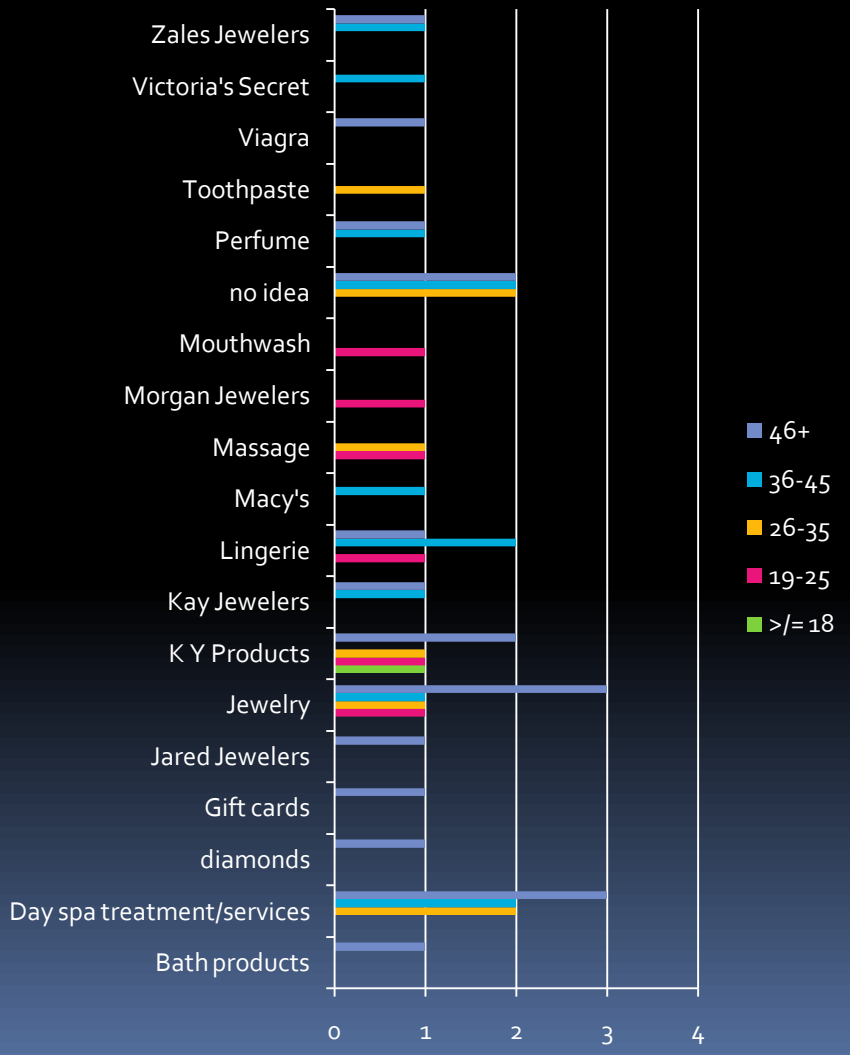
Rate the sexual suggestiveness of this ad:



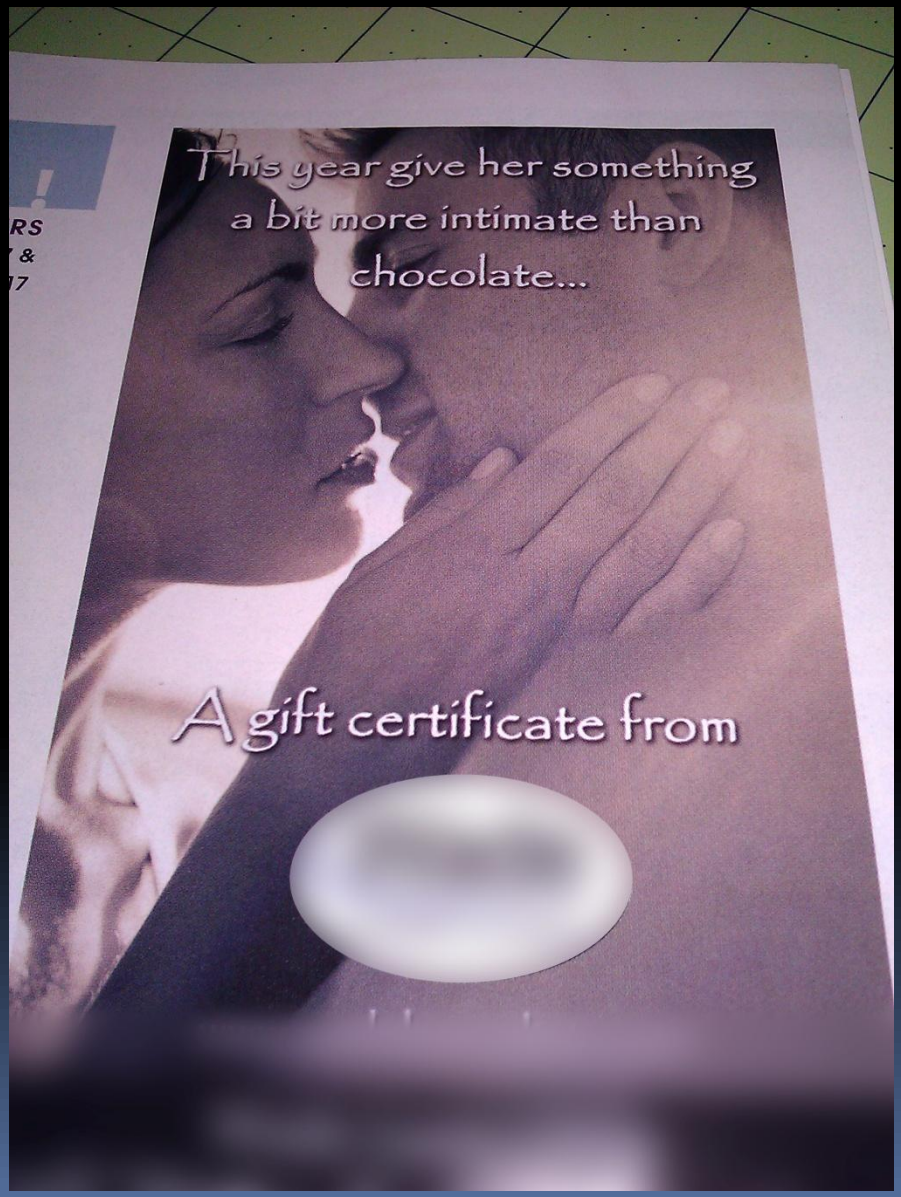
Advertisement #12



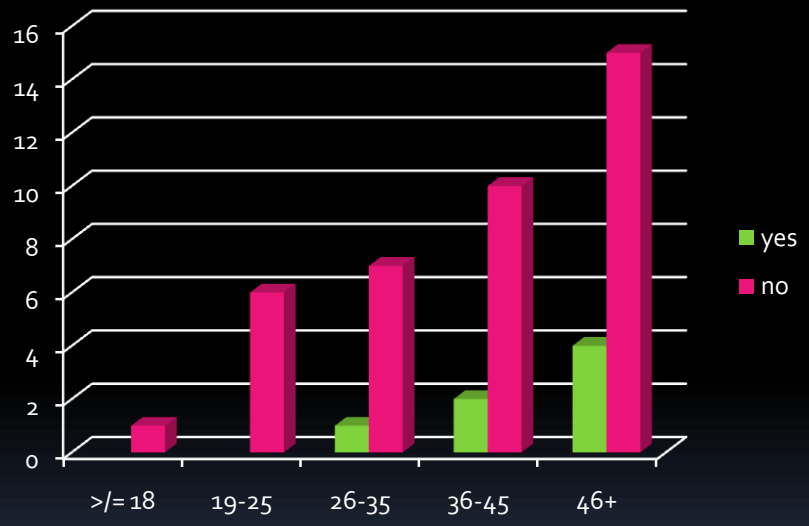
Take a guess at the product and brand:



Advertisement #12 - Wade Laser Clinic



Was this ad effective?



Some Feedback Received from Participants

- "This was really fun, but I felt really stupid." – a very frequent response
- "Advertising is only effective when the product is clearly visible, as well as the brand name. Remove those and all you have is a pretty picture." – from people in advertising
- "After this survey, I realized just how much I WASN'T paying attention to advertising. This opened my eyes a lot. Thanks."

Summarization

- It was interesting to see how the difference in age seemed to directly correspond with the opinion regarding the level of sexual suggestiveness in the images.
- I would have liked to have had more information about how the participants made their decisions.
- This was a small sampling of participants – 46 total. It was, by no means, a big enough group to make any firm declarations, but it was fun to do.
- I was surprised by how liberal the responses were in relation to the level of sexual suggestiveness in the images.
- Some of the responses received were absolutely hilarious. I had some really creative people playing along with me.
- When I was pulling the sampling of ads, I was actually surprised by how mild the ads were. I was expecting to find more sexually explicit images in the ads.
- I was surprised by the ages of the participants. I had actually anticipated there being more in the 36-45 range and less in the 46+ but, instead, it was the other way around.