**Advertising**

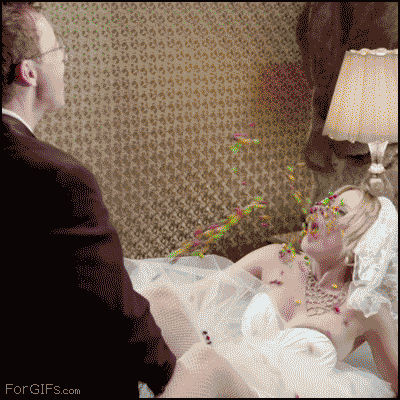
Advertising is a way in which companies sell their products to a mass market. Both catchy and sometimes sad, advertising is a powerful tool used by companies to get their products out to consumers. However, this can be confused with promotion because they do both aim to bring attention to companies and new products. The difference between the two however, is that advertising is aimed to sell a product to consumers; whereas promotion is used to bring attention to certain in-store/company offers or deals 1.

If you look at any advert on television or in a magazine, there is a high chance that the adverts has used several common conventions that are used to help sell product to the consumers. Gender is perhaps the most used tactic to sell. Specific adverts are aimed at either men or women; however there have been numerous adverts that have been criticized for being sexist. 'Lynx' have come under fire on several occasions with their adverts being deemed sexist by numerous people. The depiction of women chasing after men one they have used the deodorant has been seen as the company telling consumers that women will fall for you as soon as they use the product2. Even the description used to sell the product has been criticized for using certain words such as 'seductive' and 'magnetic' referring to he products effects on people3.

Following on from the sexist controversy found in 'Lynx' adverts, there have been many other adverts that have been criticized for being overly sexual and/or full of innuendos. The common truth is that sex sells. Adverts use imagery, sound effects and sometimes even colors that are easily associated with sex because it mirrors pleasure4.  While some adverts like 'Galaxy' alludes to sexual pleasure, it is not so obvious as the adverts below.

The 'Burger King' print advert that ran in Singapore was quickly pulled for being obviously and explicitly sexual5.

'Skittles' released a notoriously famous advert, which again was quickly banned, but became a viral hit on YouTube, that depicted a couple obviously engaging in sex. Following the advert the slogan 'Taste the Rainbow' appears which paired with the events depicted in the advert, is a too obvious innuendo resulting in it being quickly banned 6.



Both of these adverts show how both print and television adverts can cause controversy. Although the Skittles advert would air after watershed, the print piece could be seen all around at all times and by anyone, meaning that the people in charge of advertising it should take into consideration the younger consumers who might see it. Although many young people wouldn’t understand the innuendo, it is still to sexually graphic to be shown. Both adverts show how serious censorship is taken when it comes to advertisement, especially when certain adverts can be seen by all ages at anytime.

References

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