

ARTICLE TROVE.COM SAMPLE

SEX AND ADVERTISING

2012

A little thought would reveal sex is the great mover of things. Our specific quest for a mate with particular qualities and characteristics has obviously been behind the years of evolution and the many turns its course has taken. I believe the more appealing and directly useful a product is made out to be – “econo-sexually” the more success it has. The more allied it is to the sexual theme – the more quickly it succeeds. The sleek curves and the impressive versatility of an iPhone made sure that it has been ruling the markets since when it was first introduced.

Specific examples would include the usage of color – bright colors usually appeal to youngsters or those who identify with being young, while sober colors appeal to a more mature crowd (Sutherland, 2009). Likewise, patterns and combinations play a huge role in the overall impression as does the texture, shape, designing and the weight of the product. All of these things go into the overall experience.

Most certainly the ads would be perceived differently by the different age groups. However it is important to realize that even within a particular age group – there is great variation in perception depending on the personal views, attitudes and values that the individual holds. Such differences are most likely to be highly pronounced when we sample an older adult group – since by then people have grown emotionally as far away as they would probably from a “median”.

The sexualized images on any ad are most likely to relate with the adolescent and younger adults. It is the onset of sexual maturity and people are most open to experience and let themselves be carried away. This element of “convincing” that the image on the ad would bring

will also drive sales. The effect would be less pronounced with middle aged and lesser with older aged adults (Tibbs & Beattie, 2010).

I chose the concepts of color, design and the texture of a product since only the most intelligent users would take the time to poke around and figure out how a product functions. The rest of the crowd would base decisions on the looks of the product – of which, color, design and texture are important parts.