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Latent Messages in Advertisements

Advertising has many purposes such as informing the public about a product, attracting their attention, and motivating consumers to act. Advertisers use different strategies to attract the consumers' attention. Some use the humor factor (making consumers laugh), or fear, or guilt, as well as the use of sex in their ads. The most controversial strategy used in ads is sex. Since some cultures are more tolerant than others, what is interesting is looking at the latent messages in these sexual ads that might reflect more information about the culture the ad was published in.

This specific ad is for custom tailored suits which are targeted towards men from the age of 25 and older. In this ad there are two attractive good looking characters a male and a female. The Male in this ad is about 25 years old wearing the product that this company sells. The lighting of the ad is so bright which reflects that it's early morning and the male is on his way to his successful job, but what is keeping him late is the attractive woman clutching on his neck tie and wearing his suit jacket with nothing else underneath it.

The first latent message in this ad is the power that these suits will give to the male who is wearing it. In this ad the male looks successful at different levels; it seems that he has a good job which means he is well-off financially. Therefore the ad is trying to shape the attitude of the consumer by linking the product with success,

wealth and power, which means if you wear this certain product you will get to places and you will be more successful.

The same ad also fosters consumer culture, the fact that he is with a beautiful woman, reflects that he is also socially successful and accepted within his own culture, as he is in a happy relationship and not alone. The facial expression of this woman makes the man look even more powerful, as she looks helpless and in need for him. The ad also tries to communicate a message that this suit will attract women to you, as they find you irresistible just like any other ad marketed toward men such as shaving cream, beer, and cologne.

The fact that the woman in this ad is not dressed even though its early morning gives the impression that she is a stay at home female does not have a job or that her job does not have the same importunacy the female as it does to the mail, and that the male is the sole provider. also his body act reflect that he is going away and leaving her behind but she is still holding on him weakens the image of females in the community and might be considered offensive to some women.

The key message in this ad is the use of their product will offer you great future and success career wise and relation wise with women. This ad is no doubt sexual but what is even more interesting the latent messages you can find in it. These messages provide some insight about the American culture, where even though the American culture has become more open minded and woman nowadays are found more frequently in the workforce, and they are becoming as powerful and successful as their male counterparts, this ads in away still illustrate the opposite, where this ad demonstrate woman as being helpless, weak, and in need for a powerful man to take

care of her, although it is evident that women these days are successful and liberated. This ad also illustrates that the men is the main and ultimate source of power in the American culture no matter how successful the women becomes. Therefore, this ad perhaps serves as an indication about a culture in transition, and still dealing with issues of gender equality.



