

Darwin Cruz

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Communication Design Theory

One big company that uses gender as an identity and plays a role in shaping a brand's message is AXE. AXE is a body spray company that also makes products for skin care. Their products are mostly aimed towards men, and this can be best seen in their ads. In their ads, they displayed the men as gods. They make them displayed as they are in a problem and can be fixed through AXE. a lot of their ads also sexualize female models by embracing and admiring the man, using the product. They want to grab their audience's attention and they can do that by make the women posed really sexually as if she's ready to have sex with you. Men can easily be tricked by this because they can be putting more attention on the women instead of the product. All they really care about is having sex with that women posed like she's ready to have sex. It can also make the men think that they can get women like that if they buy the product. Men will think that they will get any type of women, even the really beautiful ones if they buy the product. Growing up, I even saw many young students in middle school using this product. Many of them use this product after gym class, to help them smell better, and *actually* believed that it would make them more attractive and get more dates.

Another company that uses males as a way to brand the company's branding and product is Old Spice. Old Spice When they see people like Terry Crews and Isaiah Mustafa, they see them as, well, a man. But the way a "man" should be portrayed. A very Confident, attractive, young, musler, and strong "man". It makes men watch it and question just how much of a "man" they are. Heck, even in one of their ads, Isaiah Mustafa, says, "sadly he isn't me", (Old Spice)

and ‘Does your man look like me? No’ (Old Spice), clearly indicating and joking insulting the man watching the ad. It makes the males watching, doubt themselves and ask if they got what it takes to be a ‘man’. But the truth is that, they don’t really care. They don’t care if they make their consumers happy or not because they are the ones getting the money in the end. Old Spice takes the male gender and makes their audience really question what makes a “man” by society terms.

One company that uses gender to push a company’s message is the company, Barbie. Barbie is a doll making company that makes dolls for little kids. They make male and female dolls, but mainly make more female Barbie dolls. And this is where the company’s advertising plays a role. In Barbie ads, they mostly used little girls. In their ads, the little girls are seen playing with the dolls, and most of them are female. In the ads, they place the girls in a very “all girl” environment. For example, the environment is usually their room and their room has pink soft colors. As a society, many would consider pink to be a “girl” because of how soft and feminine it can be. This can be a big factor into why they don’t really use males in their advertising. Males are supposed to be “big and strong” and not be involved with these types of stuff. Sure they make male dolls such as Ken, but society hasn’t grown to accept it. If they see a little boy playing with Barbie, in one of their ads, mostly likely they could get a lot of backlash.

However, Barbie isn’t the only company that uses the female gender in their advertising. There are other companies that also use the female gender but in a different way. Another company that uses gender as an identity and plays a role in shaping a brand’s message is Victoria Secret. Victoria Secret is a clothing store that mainly sells female products to adult women. Some of them they sell are stuff like bras, underwear, bags, etc. Barbie, uses females as a way to aim for children, but Victoria Secret uses the female gender as a way to objectify women. In today’s world, body image has turned into something that is a “requirement”. In

advertisements, women's body image has been used in multiple different ways. Women's bodies can be viewed as a sex object, a reward, or just as a secret key to society's wallet. But they have to pick a woman that they consider beautiful. From society's point of view, being "beautiful" is having multiple characteristics, such as being young, having good legs, not being heavy or a bit chubby, having big breasts, clear skin, nice long hair, and so much more. And this can be best seen in Victoria Secret's advertising. In most of their advertising, they have models that follow this custom formula of being a woman in society. A lot of the models are skinny, have clean skin, good hair, and other features that would make a lot of women jealous. From society's point of view, even women who are large or on the heavy side, are considered to be ugly or not beautiful. People will judge her for not having a "woman's" body, and instead start dismissing her, only because they don't follow the 'formula'. And now with the modern society evolving more and more things are becoming "requirements", for women, such as lips, butts, wrinkles, etc

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