



The Problem with AXE ads

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Who 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.

Men will think that they will get any type of women, even the really beautiful ones if they buy the product. Many of them who use this product *actually* believed that it would make them more attractive and get more dates.



Objectifying Women in their Ads

- Axe sexualize females by embracing and admiring the man,
- Portray as if ready to have sex.
- Men get tricked by this because sex sells.
- “Sex sells because it attracts attention. People are hardwired to notice sexually relevant information, so ads with sexual content get noticed” (*Why Sex Sells...More Than Ever*).



Objectifying Men in their Ads

- Make the men question themselves.
- From society's eyes, a real "man" is someone who is very confident, attractive, young, muscular, and strong.



Typeface

- “sans-serif fonts give off a feeling of being casual, informal, friendly, and very approachable. Companies who want their brands to appear more youthful and relatable tend to use sans-serif fonts.”
(Lavine *The Psychology Behind Serif and Sans Serif Fonts*).



Color

- “ Organisations which want to portray themselves as completely trustworthy and serious, such as legal firms, may opt for black and white designs in their marketing materials.”



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