



<http://www.genderads.com/page7/competition/competition.html#>

Picture 16

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Humanities Gender Ad Analysis

The ad that I have chosen represents both sexes but the dominant sex in the ad is the 3 women represented in it. This ad is an attempt to induce the sale of Jose Cuervo, Their approach is the posting of these words, “It watches your back, VIVE CUERVO” The three women in this picture are very involved in a conversation, they seem to be enjoying themselves very much and are laughing. There is a tall woman standing on her own in the middle of the other two women, all three are very beautiful and would probably make anything look enticing. The other two women are sitting on the backs of two men who are on their hands and knees; one with a strained half smile attempting to look up at the woman on his back, the other man also has a strained smile on his face and seems to be looking off at something else. Both men are dressed in dark clothes and the 3 women, although the picture is in black and white have light around them and they are wearing light colored tops I think that this is also to simulate their dominance in the picture.

However the dominance of the women in the picture, I feel that the ad is geared toward Men. The statement that “it watches your back” would push the idea that as long as you had Jose Cuervo’s brand of tequila you would be able to withstand anything. I feel that it also pushes the message to me at least, that women are the keen and most influential factor to attend the bar. Either you are going to the bar to meet women or to take a woman there; their dominance would be suppressed by the power of the Tequila. I feel that it says that men are on a mission when they drink their tequila.

I feel that there is a double standard in the message that Jose Cuervo is trying to send. On one hand they are making woman the big and brilliant focus of the ad, as if the women in bars are all thin, beautiful, sexy, intriguing, and most likely funny. Yet on the other the statement that “It watches your back” is directed toward the men who are on the floor of the bar. They are both very attractive, dressed well and don’t seem to put out at the idea of being the stool if you will for the women at the bar. There is nothing in the ad that would lead you to believe that the men even know the women that are sitting on them. I would also like to point out that they both seem to be either straining to look up at the woman that is so casually using them as a bar stool or straining to look elsewhere, either way they do not look displeased and this pushes the message that because of the tequila they are selling it has made the men comfortable with the idea of being lapdogs for these women. It also pushes the message that they can use men as long as they have the power of the tequila along with their overindulged beauty, wit, and humor.

Although this is an alcohol ad where you would generally expect to see sheik, well dressed, beautiful people having a good time, all I see is a message that this type of alcohol will allow you to put up with anything. They still tried to use the same degrading tactics of beautiful

men and women in a lux environment that would seem appealing if it actually existed but unfortunately no bar I have ever been to have I ever spoke with a man that would go to the length of allowing a woman to sit on him and belittle his identity by using him as a chair no matter how much Tequila he had drank. I have also not ever met a woman that would be so arrogant to indulge in even the idea of using another human for such a thing. This ad really glamorizes women and the whole idea of drinking in general as if you were to drink in such a place as this that you would be able to find a woman that looks like this or even be confident enough to be so bold to be a woman like this.

This ad is a fantasy for women and an alcohol pusher for men because of its very strong message it's sending. This ad portrays a poor reflective light on both genders and does not lead me to feel that either gender is more powerful than the other. All it is saying is if you want to be able to have a woman like this you need to be willing to do anything and with that said, you're probably going to want to drink a little tequila in the process to make it a better ride. This ad speaks that women are first all beauty and no grace, care more about their own conversations and their beautiful shoes touching the ground as you will one of the women are stepping on the man's hand and the other man is holding the woman's shoe in the air. It speaks that men are willing to do anything to get an attractive woman even if that means getting on the floor in a dirty bar, it also says that men are just as controversial as women because both seem to be having a good time gazing at either the woman above or the woman across the room. I don't see anything that speaks positive to either gender in this ad. And quite frankly I don't feel that it speaks well for the brand of tequila. It's a dirty way to try and push something beautiful.